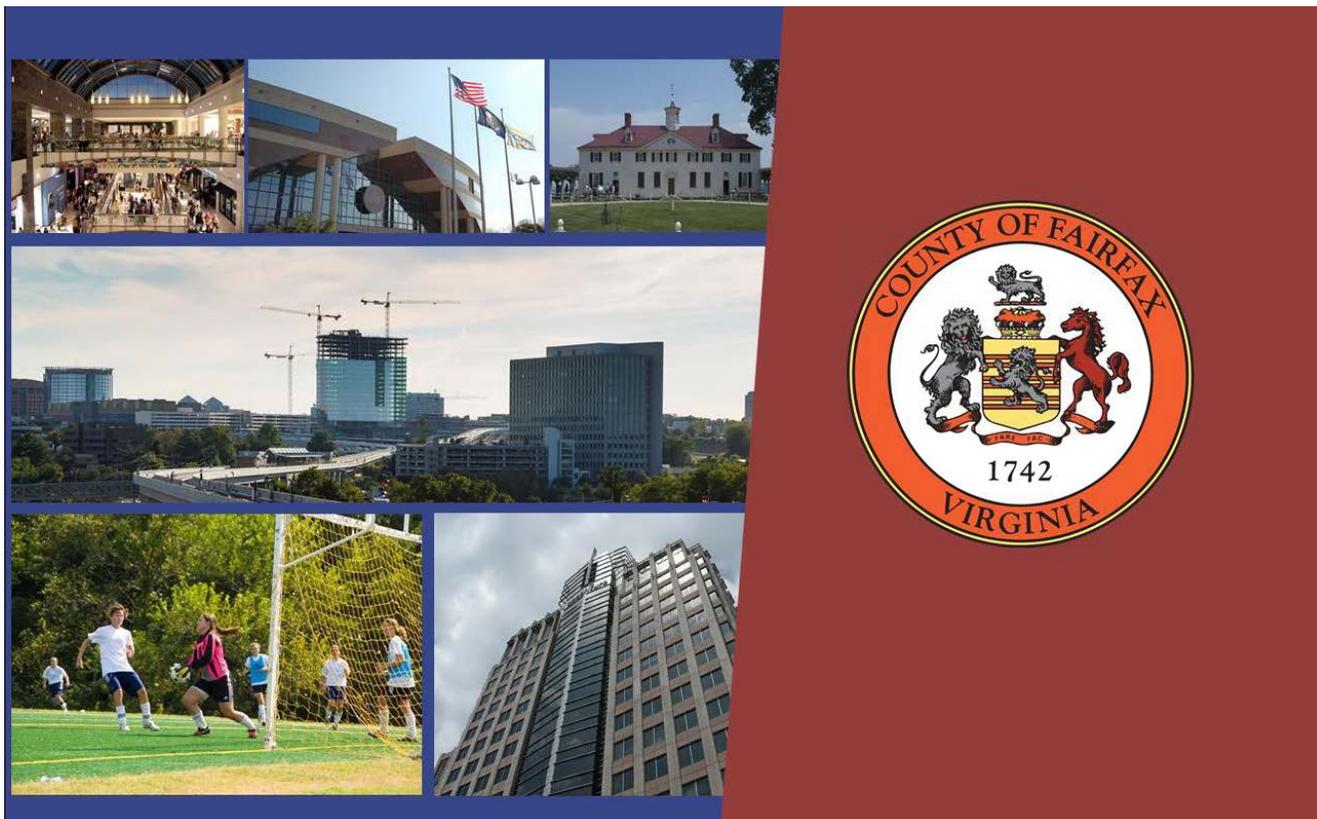


COMMENTS IN THIS REPORT ARE THOUGHTS AND IDEAS AS WRITTEN BY STAKEHOLDER SESSION PARTICIPANTS.



Fairfax County - Stakeholder Outreach - 6/26/14 AM Session

“Positioning Fairfax County for Economic Success”

Report from Session 3
Started Thursday, Jun 26, 2014 08:30 AM
Ended Thursday, Jun 26, 2014 11:00 AM

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 goals are missing?
- 15 Future State
- 16 Complete the sentence
- 17 Wrap Up - Next Steps
- 18 Wrap Up Questions
- 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: 13 Abstained Votes: 5

Agreement	Avg.Score	+/-	Std Dev	1	2	3	4
1 People	3.77	14.0%	.58	0	1	1	11
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	3.23	22.0%	.89	1	1	5	6
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	3.54	21.0%	.84	1	0	3	9
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	3.31	21.0%	.82	1	0	6	6
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.

ARE THERE OTHER FOCUS AREAS?



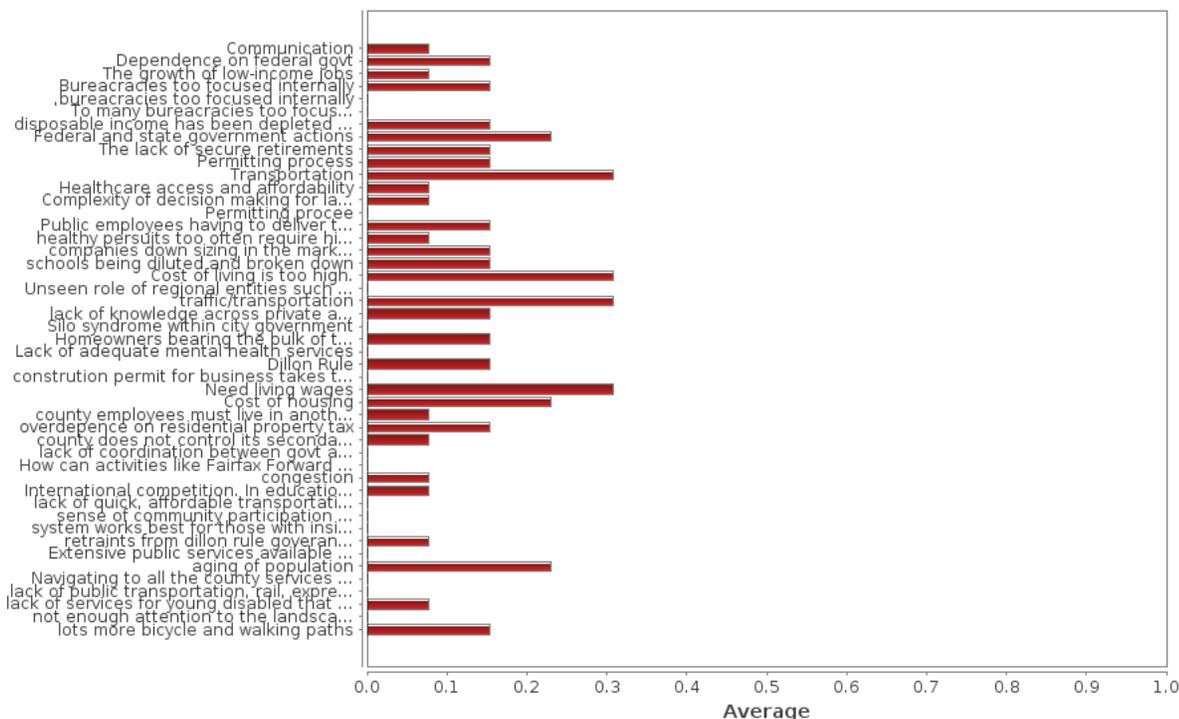
1. Are there other focus areas you would suggest?

1. Green spaces in all areas of development
2. Wealth creation and distribution,
3. I don't really have anything to add.
4. Families
5. Education
6. Are there items or areas that cut across or transcend the 4 categories?
7. Steps to privatization of certain government services
8. Entrepreneurialship. And opportunity

21. Lack of adequate mental health services
22. Dillon Rule
23. Need living wages
24. Cost of housing
25. county employees must live in another county to find affordable housing
26. overdependence on residential property tax
27. county does not control its secondary road system
28. lack of coordination between government and nonprofit service providers and nonprofit developers
29. How can activities like Fairfax Forward be integrates into economic development strategies? Land use to promote the strategies?
30. International competition. In education, We fight more about budget allocations when we should be focused on innovation and operational improvements. In business, we are very insular in our focus and should try to become best in class. In each case we are too narrowly focused on local competition rather than international.
31. lack of quick, affordable transportation especially inexpensive taxis for seniors
32. sense of community participation is restrained by time demands
33. system works best for those with inside knowledge of decision processes
34. restraints from Dillon rule governance restrain innovation
35. Extensive public services available to business especially smaller businesses that are unknown
36. aging of population
37. Navigating to all the county services is very difficult
38. lack of public transportation, rail, express bus options
39. lack of services for young disabled that is not seniors who have some resources so do not qualify for low income or senior services
40. not enough attention to the landscape and city scape of residential and business areas
41. lots more bicycle and walking paths

PICK YOUR TOP 5 CHALLENGES

Vote Number: 13 Abstained Votes: 5



WHAT'S GOALS ARE MISSING?



1. What's missing from the goals?

1.1. People

1. Good jobs
2. Incentives to retain college students in Fairfax County after graduation
3. Early childhood education expansion and social services...
4. Varied economic opportunities
5. Bridge to take people from high school competency to knowledge work requiring higher competencies
6. All people are healthy and thriving with a sense of well-being.
7. Affordable child care
8. Support for entrepreneurship
9. Support for active engagement in community/achievement of county vision and goals
10. Technical training for high school students who are not college bound
11. Address population trend of aging
12. World class libraries support each of the points listed here but are not mentioned.
13. Connector among small businesses and potential
14. People have a high level of health literacy and understand the value of prevention
15. Connector among small businesses/corporations, potential interns or job incubators.
16. high density housing
17. Livable wages
18. Support opportunities and environments that foster healthy people and communities
19. senior housing
20. better collaboration between government and business
21. decent jobs with benefits for high school graduates
22. Strain on families who are caring for both children and parents
23. Bring in post-secondary education opportunities... NOVA GMU
24. Recognition that employees have good ideas but are often too over committed to the day to day to step back for freethinking.
25. decentralized employment centers, jobs closer to housing

26. Individual actions beyond government functions needed to support county vision (e.g., environ
27. quality of life for the people of the county
28. more transportation options
29. recognition that to embrace diverse cultures understanding and education is needed
30. Programs and incentives to have seniors act as mentors.to high school and recent graduate students
31. Mixed income housing
32. education regarding showing respect and value of others - how do you demonstrate a high regard for others of different cultures

1.2. Places

1. High density housing
2. walkable neighborhoods
3. Walkable, livable communities
4. Mixed income housing
5. build communities, not suburbs
6. mixed use centers
7. Focus on walkable, bikeable communities to reduce congestion and improve health
8. Under "mobility," buses need to be thought of as first-class transport -- a change in attitude!
9. Variety in housing stock at all income levels
10. Ensuring infrastructure development provides good jobs
11. Open spaces within high density development
12. mixed income communities
13. Protection of the environment needs to recognize ecological protection as well. Also, the environmental focus should be on both protection and improvement.
14. Focus on developing complete communities with everything easily available
15. multi modal transportation
16. connected communities with a sense of cohesion
17. Housing for Millennials
18. Housing for all stages of life with the same community. I shouldn't have to move to another part of the county as my housing needs change.
19. Plan for changing work place mobility demands from home based employment
20. Expand incentives for workplace within county to limit demands on regional transportation network
21. County workers incentives for walk, bike and transit usage
22. fairgrounds, events center, conference center
23. different road design standards
24. redevelopment is presented as a challenge--It should also be recognized as an opportunity (e.g. Environmental improvement)
25. Affordable workforce housing
26. sportsplex
27. Job incubators for qualified and deserving high school students involving communities, local government and businesses.
28. revitalization to improve pedestrian mobility
29. more modes of transportation to allow young and older people with mobility issues to get out and spend their disposable income
30. Support for environmental goals is needed in the mobility paragraph
31. campaign to reduce speeding in residential neighborhoods - education and speeding enforcement/higher fines
32. parks and trails throughout community
33. create a sense of neighborhoods as if it were in the county to capture differences in a large county
34. Google-like platform for use to promote cohesion and connections between users and stakeholders/service providers
35. open recreation space

1.3. Employment

1. Jobs for Millennials
2. more diverse employment ops

3. Attracting and retaining businesses with good jobs (not just any job)
4. places that attract creative entrepreneurs who start businesses
5. Incentives to support teleworking and flexible scheduling
6. Give careful thought to the high skill employees who work from home a lot!
7. Employment opportunities throughout the county not in current hubs. Focus on Dulles Airport for ease of international visitors and tourism
8. Inspire culture of customer service
9. develop smaller hubs for employment with quality commercial space that are near residential areas to enable employers to have employees live near work
10. realize that the current employment structure of DOD will be moving into a secondary not primary resource for employment in our area and need to increase other opportunities
11. Disconnect between training institution and future job market
12. Connection between continuing education and job market
13. Connecting high school and college graduates with good jobs
14. Support small business and entrepreneurship
15. investment in resources for remote conferencing
16. reduce dependence on fed employment and gov contract jobs
17. job training programs/opportunities for new immigrants
18. Policies that encourage new small businesses, as well as getting the word out of what is currently available
19. public conference center facility
20. Access to affordable healthcare and childcare
21. Adoption of policies conducive to attracting and retaining business should also be supportive of the broader suite of county goals and priorities. One set of goals should not work at cross-purposes with others.
22. diversify job base
23. recruit high tech employment
24. more jobs for high school graduates
25. encourage live and work close by
26. major university collaborating with business incubation
27. Incentives for internships
28. Cultural centers to promote inclusiveness, work readiness skills and citizenship.
29. Time to end dominance of MWAA by DC and Maryland political appointees who favor flights at Reagan National.
30. Forethought and planning related to supporting emerging technologies and trends in business growth as a component of the land use process
31. create identity for Fairfax County as something other than bedroom community
32. connecting applicants to jobs
33. End incentives to Tysons landowners and commuters from DC, Alexandria and Arlington
34. office space per employee is shrinking fast
35. Innovations driven not only from universities but also from small businesses.

1.4. Governance

1. Decision makers
2. Need an ombudsman - when i try everything and fail where do i go.
3. Need one door policy.
4. Clear, bold leadership
5. emphasis on mixed use economic development
6. Leadership
7. Create an advocate role for business processes
8. Under 1.4, we need to get technology into public safety!
9. too many priorities, not enough collaboration to achieve results
10. Too many county jobs that provide a decent middle class income are discontinued or changed to a position with no healthcare or vacation or sick time
11. emphasis on public private partnerships
12. accountability
13. Reduce BACs

14. Information technology
15. communication between public and private sector needs improvement on the frontline level and on the department or agency level
16. Balanced focus on the way policies impact businesses and families
17. Cultivate new voices. Set term limits on BAC members.
18. Community and business sector leadership to support county goals. "Governance" suggests a top-down approach. Broader leadership and stewardship efforts beyond government efforts are needed in addition to governmental efforts.
19. Need to make public the impact of changed federal pension disclosure regulatory requirements on future County budgeting and bonding capacity.
20. libraries are not mentioned here yet have many resources that support local business
21. Improvements needed i
22. Improve and simplify county communications about services, requirements, etc...
23. More pervasive employee attitude toward solution- orientation with customers
24. The middle matters. invest in middle class.
25. focus on incentivizing young and talented professionals to work and lead in local and state governments.
26. Planning. Vision plans without showing priorities and costs should be curbed. we need to work on cost effectiveness and proper priorities
27. Invest in job incubators.
28. reduce cost

FUTURE STATE



1. What should we keep our eye on?

1. Millennials that can't afford to live here.
2. Transportation and employment centers
3. Millennials. They are moving to Arlington and DC in droves. They could move to Fairfax, but don't. Why?
4. Watch china, emerging world power
5. Tourism.... As a means to offset the tax liability of the home owner in supporting the county
6. Income disparity is not being addressed and could
7. cybersecurity.
8. Community cohesion and culture of well- being to attract business investments.
9. Aging population that can't afford to live in county or can't find appropriate housing within their neighborhoods
10. Aging of the population and associated public service, health care and other needs.
11. international competition
12. reduction in military spending
13. retail hubs as a viable means to add to a community but supported with a business base.
14. Do we have a clear, simple goal or goals to move towards?
15. Common wants and needs that that exist between Millennials and baby boomers
16. Air quality and its impact on people's desire to live here/health
17. Continued the leadership shown through revisioning and revitalizing of communities to expand into supporting business needs through legislative processes while promoting living wages for the region.
18. Ensure that policies, guidelines, etc. allow for quick, nimble response to changing economic conditions and populations
19. aging populations... Growing due to lack of choices in our area for retirement
20. Creating business opportunities for companies that are not in the same kind of work that is currently generated in our community. What is coming, trending, growing in business trends then develop what is needed to attract that
21. growing rate of wm
22. Innovation driven engines
23. When there's enough broadband connectivity, I'll be able to live and work anyplace. Why should it be Fairfax County?

24. free falling US economy and dollar
25. Growth in senior population over next two decades will require more affordable and diversified services
26. The economic costs of poor health. Employers need to know Fairfax supports health prevention and healthy environments.
27. what business are we losing to adjacent counties?
28. what is the proper balance between economic growth and other goals?
29. growing rate of women in high skilled and high wage workforce.
30. over dependence on foreign oil
31. the public good. County services are for the public good it is time to use that phrase
32. maintaining checks and balances in regulatory decision-making
33. reduce influence and authority of regional entities such as MWCOG, WMATA, NVTA. And. MWAA. People need to understand the costs of plans pushed by Inside the Beltway en
34. ties
35. Need to create a Northern Virginia Transit Authority. WMATA is a growing financial sinkhole for DC and Arlington
36. Potential economic impacts of changing climates and severe weather events
37. Need to assert the political power of the region (combined with Hampton Roads and Richmond) in the state legislature
38. Better coordination between higher education and business development
39. walkability
40. every county agency needs the ability to be nimble
41. The rise of low-wage jobs across sectors (retail, healthcare, higher education/adjunct professors) is a real threat to the future economic health of Fairfax County.
42. Climate change--Implications to public health, emergency services and infrastructure.
43. Emerging global markets and opportunities to attract international business
44. Need to limit the role of federal regulations eg. Stormwater an
45. we are captive to a federal government that is a mess
46. Need to fully integrate new Americans, diverse community into all aspects of community
47. harmonizations among different stakeholders to cut cost and stay competitive.
48. Encourage business that provides services worldwide online to have their offices, their servers here in Fairfax
49. threats of war, global conflicts, Iran, Russia, China, North Korea
50. domestic terrorism
51. social issues associated population growth in limited area
52. decline in moral fabric, increased violence
53. infrastructure hardening, global climate change
54. hyperinflation, fuel and food prices, California drought, Middle East wars
55. Dynamic intelligent virtual platforms serving both aging populations and younger generations regarding job opportunities and services.

COMPLETE THE SENTENCE



We will have achieved economic success in Fairfax County when _____.

1. Petes coffee is better than Starbucks
2. Everyone
3. County employees, whether in private or public sector, live and want to live here because of the quality of life here.
4. When instead of dozens of studies, vision plans and strategy plans we have clear and fair priorities and implementation plans
5. When extensive reforms in government pension and benefits have been implemented to conform to private sector practices today
6. we are cited worldwide as an example of quality life, cultural center, example of green spaces and green policies
7. We realize that economic success is an ongoing process, not an achievable end.
8. Job incubators are readily accessible to high school students and information technology service based platforms can integrate with traditional services, and are known and used by the majority of the population.
9. We can define the economic success for all not for a few
10. individuals have financial savings, healthy lifestyles, and general well-being
11. when Jesus returns
12. The government gets out of the way
13. Everyone has the real opportunity to pursue their economic goals
14. our community is a desirable and affordable place to live and work
15. Every child in our community has the opportunity to thrive and succeed
16. we consistently include the voice of all stakeholders
17. When we understand that attacking public employees (who teach our kids, provide healthcare to our loved ones and protect out community) does not lead to economic growth
18. The definition of what economic success... Is it when we have money in the bank, taxes are low, schools are strong, economy is healthy, citizens are enjoying all the services without paying more, business are coming knocking on our door, and transportation/traffic is easy.... Utopia? When pigs fly
19. When serving the public taxpayer takes precedence over employees demanding more pay and incentives.
20. All of the priorities within the county's vision statement will have been attained.
21. WHen servi
22. When we provide 'Community' for all through all of the previous comments/pages...

23. ...when ALL of the 99% can live happily here.
24. Starbucks at every corner.

WRAP UP QUESTIONS

1. What went well today?

1. The application fostered sharing and honesty
2. Interactive
3. Captured input from all in room
4. Good environment for thinking sb
5. well organized
6. The platform was good and targeting of questions was good. I think it hit the highlights of what we are looking for. Wish for more group discussion to help streamline ideas
7. The process with think tank tech
8. Great table facilitators. Great conversation at the table. Technology was interesting.
9. People were exposed to new technology
10. Thinktank allows all voices
11. The tablet-based approach went well and allowed all participants to benefit from the thoughts of all other participants.

2. What questions should we have asked?

1. None
2. How goes economic development in Fairfax compare to other jurisdictions?
3. Since so much derives from Board Priorities, perhaps an opportunity to comment on Board Priorities.
4. A timeline of subsequent steps for the current participants or stakeholders.
5. What is the impact of these policies on families of various incomes?

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

1. General citizens. You should not have to be part of a group to be involved.
2. Language minorities
3. VDOT, WMATA, MWAA, Loudoun Co, Prince William
4. Community association representatives
5. Fairfax County Taxpayers Alliance
6. businesses. Small less than 10 employees, to large of over 10000. HR directors for these companies since they know what they are looking for.
7. More levels of county employees.... You have an incredible cross reference of the county working for you. Take advantage of it
8. businesses.... Small
9. Invite community leaders
10. Create task force for each supervisor district so that these issues are discussed at local community level
11. Young people, low-wage workers, middle-class families, students, local small business owners
12. Employees in the development review process to understand where there is or is not alignment with the goals and mission
13. How will the BOS and the legislative affairs team find out what was expressed here?
14. NOVA, GMU

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

1. Needed a chance to discuss and possibly rank the free flow items.
2. Prior to the meeting, provide participants with the questions they will be asked to answer.
3. More time
4. Lay the groundwork for this a bit more. Who is the audience for this report?
5. Leave time open to discuss how Fairfax can improve its process.
6. Many commented on the small font size as a frustration

7. More time to see the graph results and more time for the small room discussions. The discussion went well, created more innovative ideas and increased ideas than just typing the answers
8. Fairfax is process dependent. Process has advantages, but it can stifle innovation and speed.
9. Just keep doing them! More community engagement.
10. More grouping and prioritization of collection of group inputs offered today.
11. Make iPad type bigger
12. What is the intended action plan schedule and timeframe for implementation?
13. Add another category here for other responses that do not fit in these questions
14. Give people space for additional comments...for instance, one observation is that Fairfax is very slow to adapt and change. Little urgency. I'd like to share more, but where?

PICTURETHIS!

