

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



Economic Success Plan Stakeholder Session

October 28, 2014 - Falls Church

ECONOMIC SUCCESS JOURNEY TO DATE

Full presentation can be found at <http://www.fairfaxcounty.gov/success>

Slide 1



Fairfax County

Strategic Plan to Facilitate the Economic Success of Fairfax County

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October 2014

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PEOPLE

VOTE

Vote Number: 4 Abstained Votes: 0

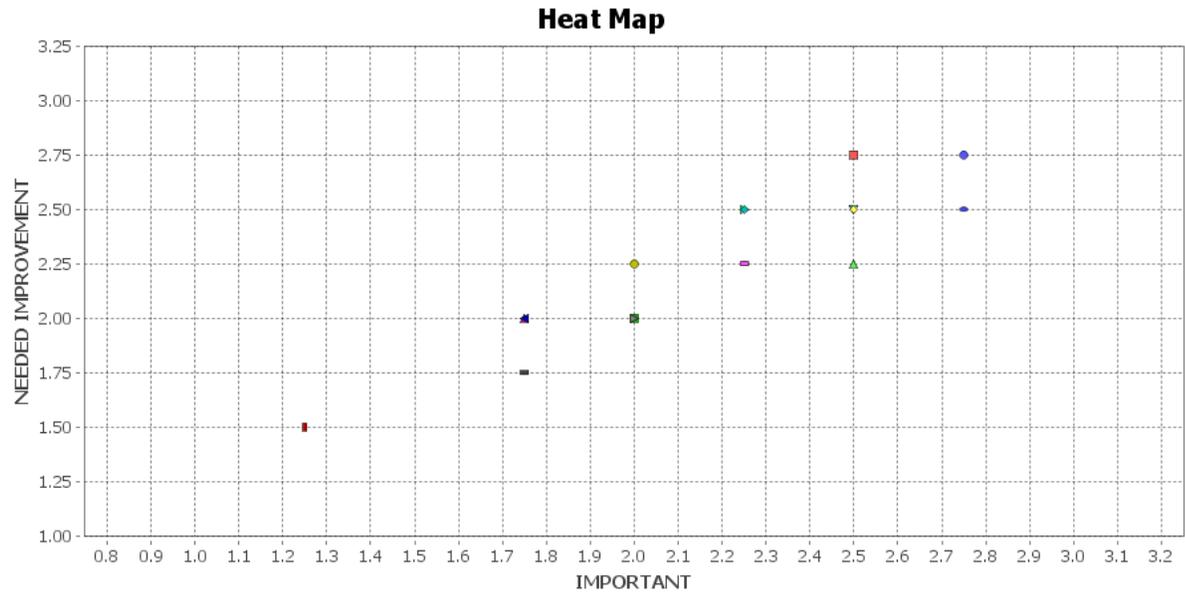
	IMPORTANT	Avg.Score	+/-	Std Dev	Low	Medium	High
1	Explore high-level coordination of workforce programs	2.50	17.0%	.50	0	2	2
2	Widen availability of vocational/technical training	2.75	14.000000000000002%	.43	0	1	3
3	Expand STEM and STEAM in FCPS	2.50	17.0%	.50	0	2	2
4	More financial support for students with need.	2.50	17.0%	.50	0	2	2
5	Expand/Streamline Zoning Ordinance requirements	2.25	14.000000000000002%	.43	0	3	1
6	Identify parcels for housing partnerships	2.50	17.0%	.50	0	2	2
7	Expand on livable/workable communities with transportation	2.25	14.000000000000002%	.43	0	3	1
8	Focus on 50+ housing	2.00	24.0%	.71	1	2	1
9	Create signature annual community event	1.25	22.0%	.43	3	1	0
10	Create first class performing arts center	1.75	28.000000000000004%	.83	2	1	1
11	Enliven places	2.00	0.0%	.00	0	4	0
12	Explore PPP opportunities to achieve arts/culture goals	2.00	24.0%	.71	1	2	1
13	Create a congregational space in Tysons	1.75	22.0%	.43	1	3	0
14	Develop Urban Activity Centers/Transit Oriented Development	2.25	14.000000000000002%	.43	0	3	1
15	Develop outreach program to young professionals	1.75	22.0%	.43	1	3	0
16	Maintain focus/funding on schools	2.50	17.0%	.50	0	2	2
17	Expand dual admission programs	2.75	14.000000000000002%	.43	0	1	3
18	Pursue creative solutions for FCPS facilities	2.25	14.000000000000002%	.43	0	3	1

	NEEDED IMPROVEMENT	Avg.Score	+/-	Std Dev	Low	Medium	High
1	Explore high-level coordination of workforce programs	2.75	14.000000000000002%	.43	0	1	3
2	Widen availability of vocational/technical training	2.75	14.000000000000002%	.43	0	1	3

3	Expand STEM and STEAM in FCPS	2.25	14.000000000000002%	.43	0	3	1
4	More financial support for students with need.	2.50	17.0%	.50	0	2	2
5	Expand/Streamline Zoning Ordinance requirements	2.25	14.000000000000002%	.43	0	3	1
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7	Expand on livable/workable communities with transportation	2.25	14.000000000000002%	.43	0	3	1
8	Focus on 50+ housing	2.00	0.0%	.00	0	4	0
9	Create signature annual community event	1.50	25.0%	.50	2	2	0
10	Create first class performing arts center	2.00	24.0%	.71	1	2	1
11	Enliven places	2.00	0.0%	.00	0	4	0
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14	Develop Urban Activity Centers/Transit Oriented Development	2.50	17.0%	.50	0	2	2
15	Develop outreach program to young professionals	1.75	22.0%	.43	1	3	0
16	Maintain focus/funding on schools	2.50	17.0%	.50	0	2	2
17	Expand dual admission programs	2.50	17.0%	.50	0	2	2
18	Pursue creative solutions for FCPS facilities	2.50	17.0%	.50	0	2	2

Heat Map		IMPORTANT	NEEDED IMPROVEMENT	Product
1	Explore high-level coordination of workforce programs	2.50	2.75	6.88
2	Widen availability of vocational/technical training	2.75	2.75	7.56
3	Expand STEM and STEAM in FCPS	2.50	2.25	5.62
4	More financial support for students with need.	2.50	2.50	6.25
5	Expand/Streamline Zoning Ordinance requirements	2.25	2.25	5.06
6	Identify parcels for housing partnerships	2.50	2.50	6.25
7	Expand on livable/workable communities with transportation	2.25	2.25	5.06
8	Focus on 50+ housing	2.00	2.00	4.00
9	Create signature annual community event	1.25	1.50	1.88
10	Create first class performing arts center	1.75	2.00	3.50
11	Enliven places	2.00	2.00	4.00

12	Explore PPP opportunities to achieve arts/culture goals	2.00	2.25	4.50
13	Create a congregational space in Tysons	1.75	2.00	3.50
14	Develop Urban Activity Centers/Transit Oriented Development	2.25	2.50	5.62
15	Develop outreach program to young professionals	1.75	1.75	3.06
16	Maintain focus/funding on schools	2.50	2.50	6.25
17	Expand dual admission programs	2.75	2.50	6.88
18	Pursue creative solutions for FCPS facilities	2.25	2.50	5.62



■ Explore high-level coordination of workforce programs	● Widen availability of vocational/technical training	▲ Expand STEM and STEAM in FCPS
◆ More financial support for students with need.	■ Expand/Streamline Zoning Ordinance requirements	▼ Identify parcels for housing partnerships
◌ Expand on livable/workable communities with transportation	▶ Focus on 50+ housing	■ Create signature annual community event
◀ Create first class performing arts center	■ Enliven places	● Explore PPP opportunities to achieve arts/culture goals
▲ Create a congregational space in Tysons	◆ Develop Urban Activity Centers/Transit Oriented Development	
■ Develop outreach program to young professionals	▼ Maintain focus/funding on schools	● Expand dual admission programs
▶ Pursue creative solutions for FCPS facilities		

PEOPLE COMMENTS

1. Explore high-level coordination of workforce programs

2. Widen availability of vocational/technical training

3. Expand STEM and STEAM in FCPS

4. More financial support for students with need.

1. Cities such as Kalamazoo, Michigan and Tulsa Oklahoma we have developed programs for free tuition for any student t Who graduate high school with a decent grade point average. Recently, the state of Tennessee adopted a similar program for all students who want to attend community college or obtain technical schools. Fairfax County should seriously consider a similar program. For more information go to the website redeeming America's promise.org.

5. Expand/Streamline Zoning Ordinance requirements

6. Identify parcels for housing partnerships

1. This category should include k-12 support for extracurricular activities, including athletics, the arts and tutoring.
2. The c
3. The faith organizations cannot be major players for affordable housing. It has to be an aggressive thrust from the county.

7. Expand on livable/workable communities with transportation

8. Focus on 50+ housing

9. Create signature annual community event

1. Lots of these already

10. Create first class performing arts center

1. Essential one be built in Tysons to turn it into more than a place where people work, sleep, and buy Ridiculously expensive handbags.

2. Doesn't this already exist at George Mason?

11. Enliven places

1. Happening on its own through market forces - Such as Mosaic (assume market driven?)

12. Explore PPP opportunities to achieve arts/culture goals

13. Create a congregational space in Tysons

1. Unnecessary use of resources

14. Develop Urban Activity Centers/Transit Oriented Development

15. Develop outreach program to young professionals

1. Like idea of recruiting our own grads to high paying jobs in county

16. Maintain focus/funding on schools

1. Need for competitive pay. For experienced teachers

17. Expand dual admission programs

18. Pursue creative solutions for FCPS facilities

1. Use EDA funds for FCPS schools construction and renovation

19. Other

PLACES

VOTE

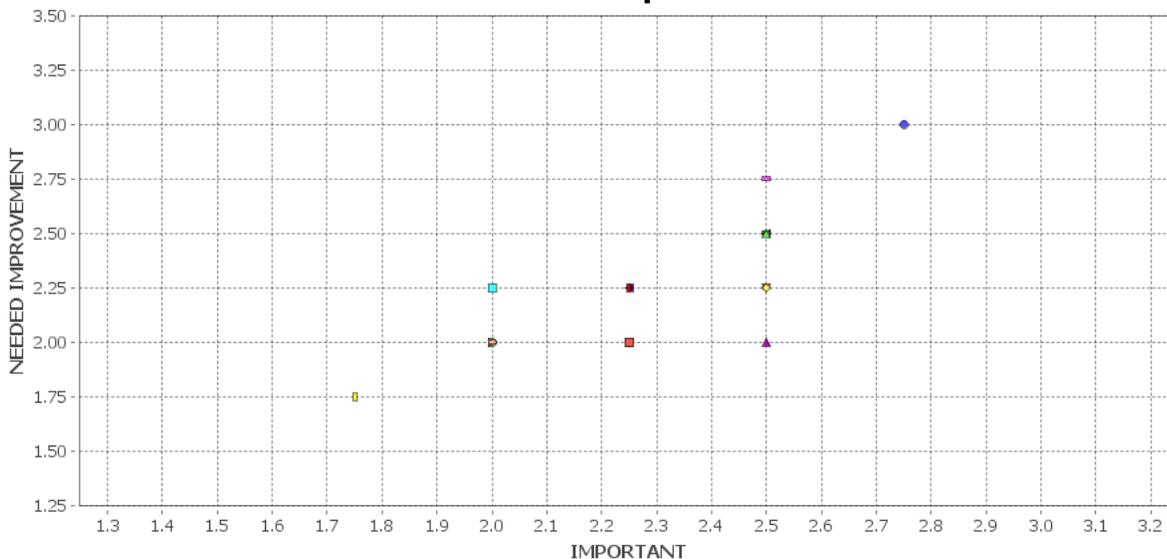
Vote Number: 4 Abstained Votes: 0

	IMPORTANT	Avg.Score	+/-	Std Dev	Low	Medium	High
1	Create multidisciplinary roundtable to plan for urban environment	2.25	14.000000000000002%	.43	0	3	1
2	Dedicate funding for long term maintenance.	2.75	14.000000000000002%	.43	0	1	3
3	Ensure a focus on the environment and sustainability principles.	2.50	17.0%	.50	0	2	2
4	Establish Local Opportunity Fund to accelerate planned improvements	2.50	17.0%	.50	0	2	2
5	Better connect housing with jobs	2.50	17.0%	.50	0	2	2
6	Pursue complete street policies	2.25	14.000000000000002%	.43	0	3	1
7	Pursue corridor-wide road improvements	2.00	0.0%	.00	0	4	0
8	Pursue multimodal improvements	2.00	0.0%	.00	0	4	0
9	Expand transit opportunities	2.25	14.000000000000002%	.43	0	3	1
10	Fund bicycle and pedestrian improvements	2.25	14.000000000000002%	.43	0	3	1
11	Focus on mixed use communities	2.25	14.000000000000002%	.43	0	3	1
12	Market/brand unique communities in the county	2.00	0.0%	.00	0	4	0
13	Repurpose empty commercial space	2.50	17.0%	.50	0	2	2
14	Incentivize redevelopment of "cash cows"	2.25	14.000000000000002%	.43	0	3	1
15	Allow higher density development in revitalization areas	2.50	17.0%	.50	0	2	2
16	Provide more Wi-Fi	2.50	17.0%	.50	0	2	2
17	Implement "health in all policies"	2.50	17.0%	.50	0	2	2
18	Regulatory flexibility for retail	2.00	0.0%	.00	0	4	0
19	Develop industrial Master Plan	1.75	22.0%	.43	1	3	0
20	Zoning ordinance changes for innovative employment	2.50	17.0%	.50	0	2	2
21	BPOL tax exemption for start-ups	2.00	24.0%	.71	1	2	1

	NEEDED IMPROVEMENT	Avg.Score	+/-	Std Dev	Low	Medium	High
1	Create multidisciplinary roundtable to plan for urban environment	2.00	0.0%	.00	0	4	0
2	Dedicate funding for long term maintenance.	3.00	0.0%	.00	0	0	4
3	Ensure a focus on the environment and sustainability principles.	2.50	17.0%	.50	0	2	2
4	Establish Local Opportunity Fund to accelerate planned improvements	2.25	14.000000000000002%	.43	0	3	1
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	Heat Map	IMPORTANT	NEEDED IMPROVEMENT	Product
1	Create multidisciplinary roundtable to plan for urban environment	2.25	2.00	4.50
2	Dedicate funding for long term maintenance.	2.75	3.00	8.25
3	Ensure a focus on the environment and sustainability principles.	2.50	2.50	6.25
4	Establish Local Opportunity Fund to accelerate planned improvements	2.50	2.25	5.62
5	Better connect housing with jobs	2.50	2.75	6.88
6	Pursue complete street policies	2.25	2.00	4.50
7	Pursue corridor-wide road improvements	2.00	2.00	4.00
8	Pursue multimodal improvements	2.00	2.00	4.00
9	Expand transit opportunities	2.25	2.25	5.06
10	Fund bicycle and pedestrian improvements	2.25	2.25	5.06
11	Focus on mixed use communities	2.25	2.00	4.50
12	Market/brand unique communities in the county	2.00	2.00	4.00
13	Repurpose empty commercial space	2.50	2.00	5.00
14	Incentivize redevelopment of "cash cows"	2.25	2.00	4.50
15	Allow higher density development in revitalization areas	2.50	2.50	6.25
16	Provide more Wi-Fi	2.50	2.25	5.62
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18	Regulatory flexibility for retail	2.00	2.00	4.00
19	Develop industrial Master Plan	1.75	1.75	3.06
20	Zoning ordinance changes for innovative employment	2.50	2.50	6.25
21	BPOL tax exemption for start-ups	2.00	2.25	4.50

Heat Map



1. Create multidisciplinary roundtable to plan for urban environment

2. Dedicate funding for long term maintenance.

1. Just attended Alexandria meeting on very expensive mandated sewer improvements - Fairfax County should be prepared for the huge expenses to come

3. Ensure a focus on the environment and sustainability principles.

1. Plans should extend for five and ten years.

4. Establish Local Opportunity Fund to accelerate planned improvements

5. Better connect housing with jobs

1. I talked to a well-known Ffx County architect recently who has designed 400 sq. ft. apartments to be built in DC near Capitol Hill. Maybe an idea for Fairfax?

6. Pursue complete street policies

1. Drivers need to be educated on pedestrian safety particularly in Fx. County where we are still surprised to see walkers

7. Pursue corridor-wide road improvements

8. Pursue multimodal improvements

9. Expand transit opportunities

10. Fund bicycle and pedestrian improvements

1. path to Alexandria needed - Holmes run improvement

11. Focus on mixed use communities

12. Market/brand unique communities in the county

1. "Branding" the county would bring a focus that it is more than an exurb of Washington.

13. Repurpose empty commercial space

1. Cheap space needed for small business

14. Incentivize redevelopment of "cash cows"

15. Allow higher density development in revitalization areas

16. Provide more Wi-Fi

1. be careful. Public Wi-Fi has created a lot of privacy violation problems.

17. Implement "health in all policies"

18. Regulatory flexibility for retail

19. Develop industrial Master Plan

20. BPOL tax exemption for start-ups

21. Other

EMPLOYMENT

VOTE

Vote Number: 4 Abstained Votes: 0

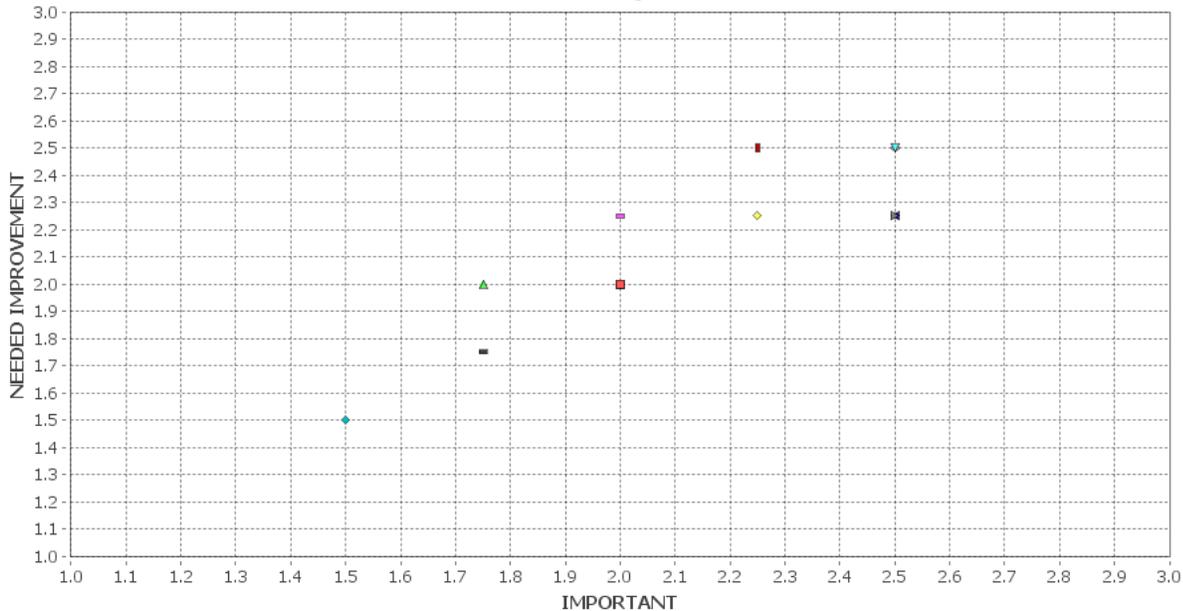
	IMPORTANT	Avg.Score	+/-	Std Dev	Low	Medium	High
1	Partner to support EDA's recruitment efforts	2.00	0.0%	.00	0	4	0
2	Stimulate seed capital availability	2.00	0.0%	.00	0	4	0
3	Identify trade missions for investments	1.75	22.0%	.43	1	3	0
4	Create/pursue world class research institution	2.25	14.000000000000002%	.43	0	3	1
5	Forge stronger partnership with CIT	2.00	24.0%	.71	1	2	1
6	Plan/create innovation district/innovation clusters	2.50	17.0%	.50	0	2	2
7	Recruit superstar innovators	2.50	17.0%	.50	0	2	2
8	Encourage commercialization of research	2.50	17.0%	.50	0	2	2
9	Support/invest in incubator programs	2.25	14.000000000000002%	.43	0	3	1
10	Complete Silver Line Phase II	2.50	17.0%	.50	0	2	2
11	Help Dulles grow	2.00	0.0%	.00	0	4	0
12	Pursue regional approach to Dulles	2.00	0.0%	.00	0	4	0
13	Create non-profits dedicated to promoting airport	2.00	0.0%	.00	0	4	0
14	Develop Sportsplex	1.50	25.0%	.50	2	2	0
15	Develop Conference Center	1.75	22.0%	.43	1	3	0
16	Support individual tourism projects	2.00	0.0%	.00	0	4	0

	NEEDED IMPROVEMENT	Avg.Score	+/-	Std Dev	Low	Medium	High
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Heat Map		IMPORTANT	NEEDED IMPROVEMENT	Product
1	Partner to support EDA's recruitment efforts	2.00	2.00	4.00
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14	Develop Sportsplex	1.50	1.50	2.25
15	Develop Conference Center	1.75	1.75	3.06
16	Support individual tourism projects	2.00	2.00	4.00

Heat Map



EMPLOYMENT COMMENTS

1. Partner to support EDA's recruitment efforts

2. Stimulate seed capital availability

3. Identify trade missions for investments

4. Create/pursue world class research institution

5. Forge stronger partnership with CIT

1. Create linkage with GMU and perhaps other universities. CIT is too isolated now.
2. Be willing to spend the funds to attract world class researchers and innovators.
3. GMU needs to become a first class research institution. Aggressively recruit top research faculty.

6. Plan/create innovation district/innovation clusters

7. Recruit superstar innovators

1. Ensure the infrastructure the innovators so that the county will demonstrate they belong here and that they and their employees and families will thrive.
2. General comment: it's important to recognize and support the small businesses and smart kids who are already in Fairfax County and encourage them to grow, expand, stay, and attend local universities. Feel ignored and passed over with so much discussion on recruiting new and innovative and not support of what is here. Especially helping minority owned businesses and minority students

8. Encourage commercialization of research

9. Support/invest in incubator programs

10. Complete Silver Line Phase II

1. Good use of resources

11. Help Dulles grow

12. Pursue regional approach to Dulles

13. Create non-profits dedicated to promoting airport

14. Develop Sportsplex

1. Expensive

15. Develop Conference Center

1. Sounds expensive, doesn't space exist at GM or hotels? What's return?

16. Support individual tourism projects

17. Other

GOVERNANCE

VOTE

Vote Number: 4 Abstained Votes: 0

	IMPORTANT	Avg.Score	+/-	Std Dev	Low	Medium	High
1	Develop innovative tax policies for repurposing office space	2.75	14.000000000000002%	.43	0	1	3
2	Speed up the rezoning and site plan approval process	2.50	17.0%	.50	0	2	2
3	Automate/Streamline permit process	2.50	17.0%	.50	0	2	2
4	Treat PFM as a guideline, not standards	1.75	22.0%	.43	1	3	0
5	Hold symposium with regulatory focus	1.75	22.0%	.43	1	3	0
6	Evaluate and amend the Zoning Ordinance	2.25	14.000000000000002%	.43	0	3	1
7	Evaluate and amend key pieces of the Zoning Ordinance	2.25	14.000000000000002%	.43	0	3	1
8	Study proffers	2.25	14.000000000000002%	.43	0	3	1
9	Review regulations on pop-up businesses	2.25	14.000000000000002%	.43	0	3	1
10	Regional focus on transportation	2.00	0.0%	.00	0	4	0
11	Potomac River crossing	1.75	22.0%	.43	1	3	0
12	Pursue Region Forward	2.00	0.0%	.00	0	4	0
13	Market regional higher learning opportunities	2.50	17.0%	.50	0	2	2
14	Establish process for periodic review	2.25	14.000000000000002%	.43	0	3	1
15	Foster coordination with departments, EDA, and others	2.00	0.0%	.00	0	4	0
16	Assign role of Economic Success Initiatives Coordinator	2.25	14.000000000000002%	.43	0	3	1
17	Instill Customer Service Attitude	2.50	17.0%	.50	0	2	2
18	Develop robust communication and outreach to community	2.25	14.000000000000002%	.43	0	3	1
19	Promote more on social media	2.00	24.0%	.71	1	2	1
20	Cultivate new voices on BACs	2.50	17.0%	.50	0	2	2
21	Outreach to 50+	2.00	0.0%	.00	0	4	0

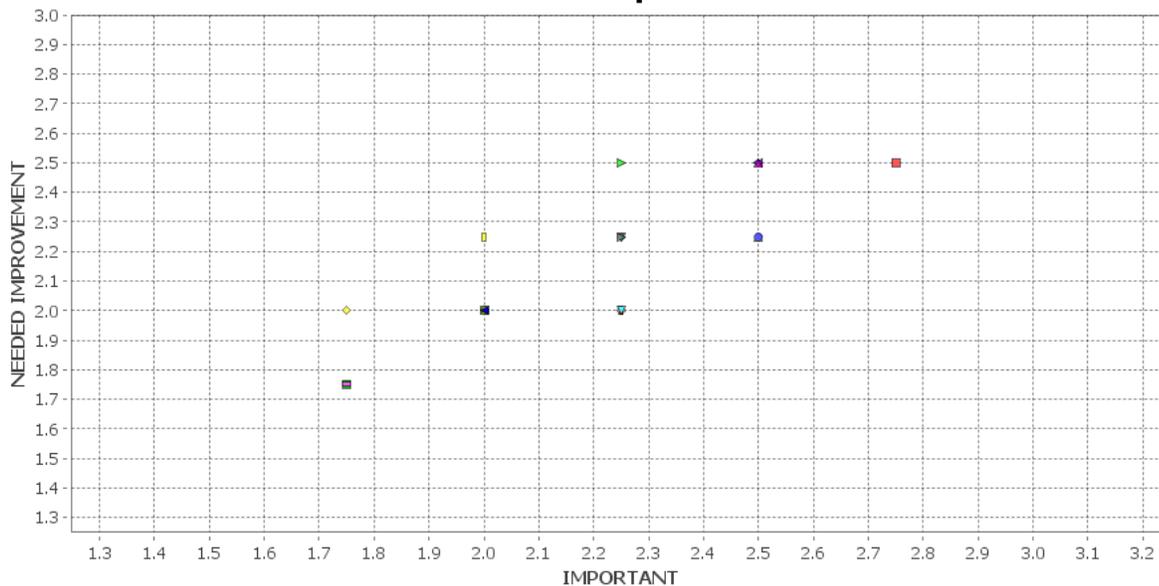
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Heat Map		IMPORTANT	NEEDED IMPROVEMENT	Product
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2	Speed up the rezoning and site plan approval process	2.50	2.25	5.62
3	Automate/Streamline permit process	2.50	2.25	5.62
4	Treat PFM as a guideline, not standards	1.75	2.00	3.50
5	Hold symposium with regulatory focus	1.75	1.75	3.06
6	Evaluate and amend the Zoning Ordinance	2.25	2.00	4.50
7	Evaluate and amend key pieces of the Zoning Ordinance	2.25	2.00	4.50

8	Study proffers	2.25	2.25	5.06
9	Review regulations on pop-up businesses	2.25	2.00	4.50
10	Regional focus on transportation	2.00	2.00	4.00
11	Potomac River crossing	1.75	1.75	3.06
12	Pursue Region Forward	2.00	2.00	4.00
13	Market regional higher learning opportunities	2.50	2.50	6.25
14	Establish process for periodic review	2.25	2.25	5.06
15	Foster coordination with departments, EDA, and others	2.00	2.00	4.00
16	Assign role of Economic Success Initiatives Coordinator	2.25	2.25	5.06
17	Instill Customer Service Attitude	2.50	2.50	6.25
18	Develop robust communication and outreach to community	2.25	2.50	5.62
19	Promote more on social media	2.00	2.25	4.50
20	Cultivate new voices on BACs	2.50	2.50	6.25
21	Outreach to 50+	2.00	2.00	4.00

Heat Map



- Develop innovative tax policies for repurposing office space
- Speed up the rezoning and site plan approval process
- ▲ Automate/Streamline permit process
- ◆ Treat PFM as a guideline, not standards
- Hold symposium with regulatory focus
- ▼ Evaluate and amend the Zoning Ordinance
- Evaluate and amend key pieces of the Zoning Ordinance
- ▶ Study proffers
- Review regulations on pop-up businesses
- ◀ Regional focus on transportation
- Potomac River crossing
- Pursue Region Forward
- ▲ Market regional higher learning opportunities
- ◆ Establish process for periodic review
- Foster coordination with departments, EDA, and others
- ▼ Assign role of Economic Success Initiatives Coordinator
- Instill Customer Service Attitude
- ▶ Develop robust communication and outreach to community
- Promote more on social media
- ◀ Cultivate new voices on BACs
- Outreach to 50+

GOVERNANCE

COMMENTS

- 1. Develop innovative tax policies for repurposing office space**
- 2. Establish process for periodic review**
- 3. Market regional higher learning opportunities**
- 4. Pursue Region Forward**
- 5. Speed up the rezoning and site plan approval process**

1. Every point here is very important to small business. Long lines and long turnaround time in permit office inexcusable. More expenses and staff needed. Supposedly slowdown was exacerbated by missing receptionist. Small contractors prefer to take jobs in other counties. Slow process means slow construction and slow pay = less hiring of labor etc. etc. Also just makes our county look bad. Not issue of innovation as much as caring and good

management. Things do seem to be improving but needs to be faster - not five year plan. Then advertise improvement and hold office to it

6. Automate/Streamline permit process

1. See above

7. Study proffers

8. Treat PFM as a guideline, not standards

9. Cultivate new voices on BACs

10. Evaluate and amend the Zoning Ordinance

11. Review regulations on pop-up businesses

12. Instill Customer Service Attitude

1. Vital - should not even be an issue. Residents are the clients (and businesses) and should be respected. Unemployment too high to keep poor service providers.

13. Evaluate and amend key pieces of the Zoning Ordinance

14. Regional focus on transportation

15. Assign role of Economic Success Initiatives Coordinator

1. Hold the office accountable with benchmarks of success.

16. Foster coordination with departments, EDA, and others

17. Hold symposium with regulatory focus

18. Develop robust communication and outreach to community

1. Needed especially given low turnout tonight
2. Including different ethnic groups

19. Potomac River crossing

1. Additional tunnel for Metro to service Georgetown and alleviate congestion

20. Promote more on social media

21. Outreach to 50+

22. Other

1. Establish an inspector general vs an internal auditor. An auditor is too limited. Inspector General looks more broadly at issues.
2. Comparable compensation for county and FCPS personnel
3. diversify tax revenue
4. Reassess county space utilization
5. Evaluate apparently high county construction costs. County is high compared to schools.
6. Develop new methods to involve diverse community groups.
7. Have an elected mayor limited 2 4 year terms. Secondly go back to appointed rather than elected school board. Create an office of Innovation headed by a deputy county manager