

TYSONS

COMMUNITY ALLIANCE

ANNUAL REPORT



2023-
2024

FISCAL YEAR 2024



DEAR TYSONS COMMUNITY
AND FRIENDS OF THE TCA,

We are pleased to present the 2023–2024 Annual Report from the Tysons Community Alliance, showcasing the breadth of activity and depth of impact that this new organization has accomplished since its official launch in February 2023. Throughout this year, the TCA Board of Directors and staff have focused on building a strong foundation for this community-driven organization to fulfill its mission of catalyzing Tysons’ ongoing transformation. As the key themes of our collective strategic plan came into focus in the first half of this fiscal year, the TCA and its partners redoubled our commitments to the values of *connection*: improving physical connectivity within this dynamic community and fostering connections among residents and the workforce to one another and to Tysons as both a place and as an expression of civic identity.

The first half of the year was dedicated to a major convening and visioning exercise. Task groups of more than 80 stakeholders from every sector in Tysons convened throughout the summer and fall to reflect on the 2010 Tysons Comprehensive Plan, assess changing conditions in Tysons and analyze findings from a comprehensive 2023 Market Study, released in July. That process, as well as an extensive community surveying effort, is captured in *Connecting Tysons: A Collective Strategic Plan*, published at the end of the year. This forward-looking plan specifically calls on TCA and partners throughout Tysons to: cultivate and promote identity; energize place; build connections and enhance mobility; build a livable and inclusive community; and foster a vital economy. The TCA board positioned the organization for an energetic start to the year, hiring Katie as its inaugural CEO beginning in July. In the months since, the team has grown to seven full-time staff and a team of five committed collaborators, all guided by detailed work programs designed around the goals and themes of the Strategic Plan.

Connecting Tysons spells out a mandate for TCA and its partners to do exactly that: connect. Realizing the plan requires us to convene and collaborate with residents, workers, and other community members — from both private and public sector — driven by our belief that Tysons is made strong by the contributions of everyone with a stake in its future. The value of connection has inspired the activities and achievements of the TCA that you’ll see on the following pages: beautification projects and the launch of a transportation demand-management campaign emphasizing the ease of mobility in Tysons; the first-ever Placemaking Fest; and the launch of the Tysons Teammates community-engagement platform.

A traditional annual report would show a static snapshot of the performance of the Tysons economy, but the dynamic and rapidly evolving Tysons is no traditional district. That’s why we’re excited to use this report to introduce you to the brand-new Tysons DataHub. This web-based platform draws on more than 10 different data sources to help users — brokers and investors; government planners and decision-makers; interested residents and employees; and anyone else curious about Tysons — understand how everything from the skyline to the demographics of this emerging urban center are transforming in real time. We hope you’ll check out the DataHub and see this momentum for yourself.

We’d like to offer a particular thank you to the dedicated partners committed to the vision of a connected Tysons: the TCA Board of Directors, as well as our organizational members and our champions and funders within Fairfax County government. The success of the TCA over the past year is a credit to the strong community already in place. And we’re just getting started! Please visit TysonsVA.org to learn about becoming an organizational member or a Tysons Teammate, joining us at upcoming events, and participating in engagement opportunities as we build a more connected community in 2024–2025 and beyond.

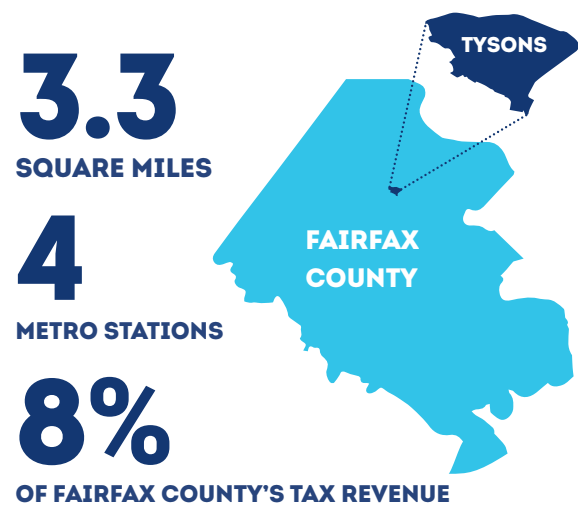
In partnership,

KATIE CRISTOL
CEO

JOSH WHITE
CHAIRMAN OF THE BOARD

ABOUT TYSONS

The boundaries that define the Tysons area of Fairfax County, Virginia, were delineated in the 2010 Tysons Comprehensive Plan, a years-long inclusive process that included county officials, private-sector consultants, and appointed officials, citizens, and other stakeholders. When fully implemented, the Comprehensive Plan will transform Tysons into a walkable, green urban center by 2050. The Plan was developed to take advantage of the area’s longstanding status as a retail mecca and employment center for the Washington Capital Region, a burgeoning residential population, and transit-oriented development planned for the four WMATA Silver Line Metro stations that would arrive in 2014. Since the plan’s adoption, Tysons has made significant progress toward these goals. Several major mixed-use developments have arisen near these Metro stations, creating and fostering a distinct sense of place around a set of smaller, walkable neighborhoods. And people have taken notice: the Tysons residential population has grown by 2.6% annually over the last half-decade, more than nine times the Fairfax County average. More about the Tysons Comprehensive Plan is available at fairfaxcounty.gov/tysons/comprehensive-plan.



LOCATIONS IN TYSONS ACTIVATED BY THE TYSONS COMMUNITY ALLIANCE

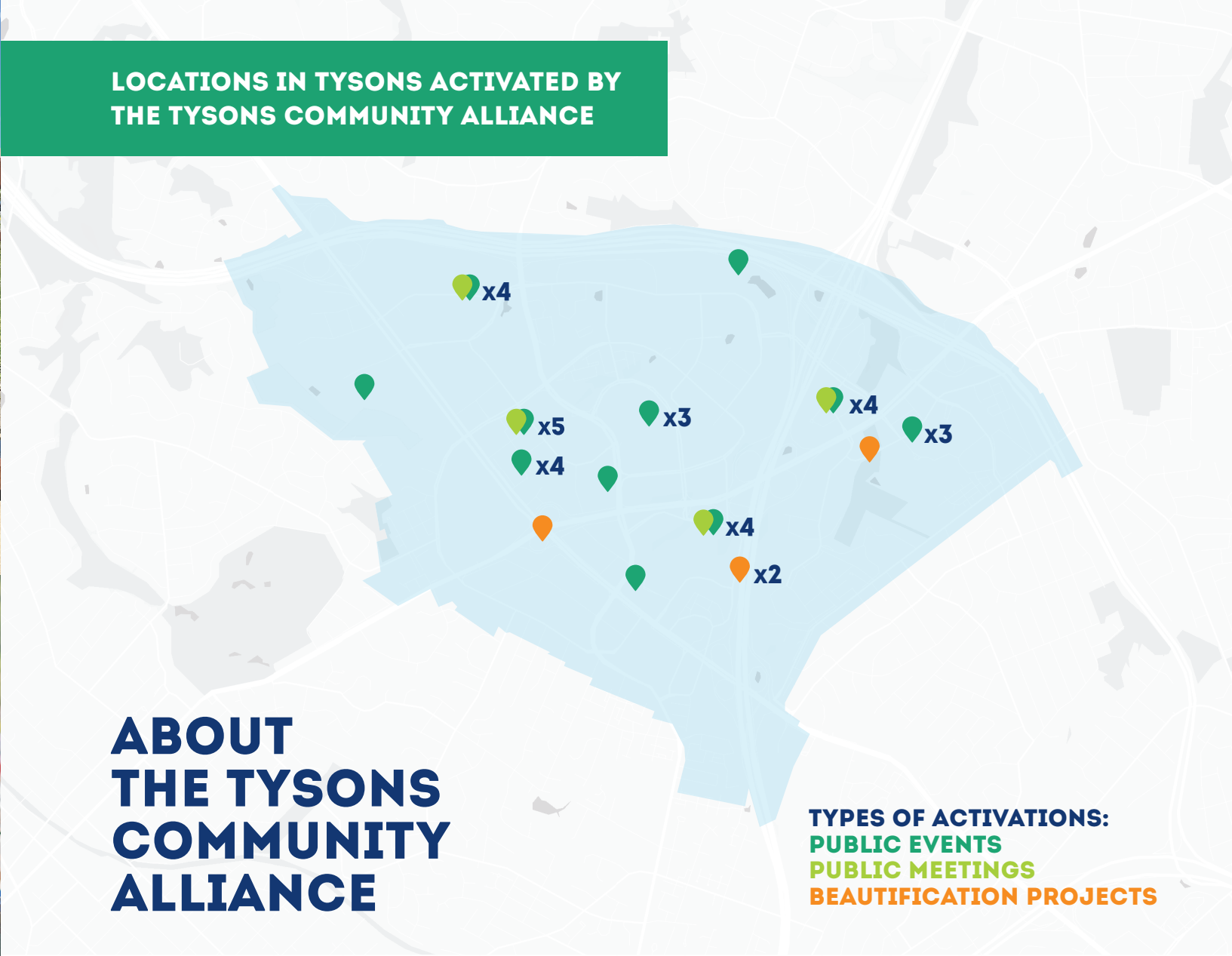
ABOUT THE TYSONS COMMUNITY ALLIANCE

Established in October 2022, with the first full year of operations commencing in July 2023, the Tysons Community Alliance (TCA) is an independent, 501(c)(6) nonprofit community improvement organization committed to the ongoing transformation of Tysons, Virginia, into a vibrant, inclusive, and globally attractive urban center.

The TCA Board of Directors — comprising stakeholders from the private, public, and civic sectors — works collaboratively to improve Tysons with major activities in communications and branding, placemaking and activation, transportation and mobility, market research, planning, and business support.

Through a robust community engagement program, the TCA and its stakeholders prioritize those improvements that will help achieve the vision of Fairfax County’s Comprehensive Plan for Tysons.

The TCA staff work tirelessly to organize events and activations, conduct research and disseminate findings, execute placemaking projects, and promote walkability and multimodal connectivity through transportation demand-management activities, tactical mobility projects, and collaboration on local and regional transportation infrastructure. Connecting Tysons, through planning and development as well as fostering community and culture, is essential to the district’s ongoing success.



TYPES OF ACTIVATIONS:
PUBLIC EVENTS
PUBLIC MEETINGS
BEAUTIFICATION PROJECTS



INTRODUCING TYSONS DATAHUB

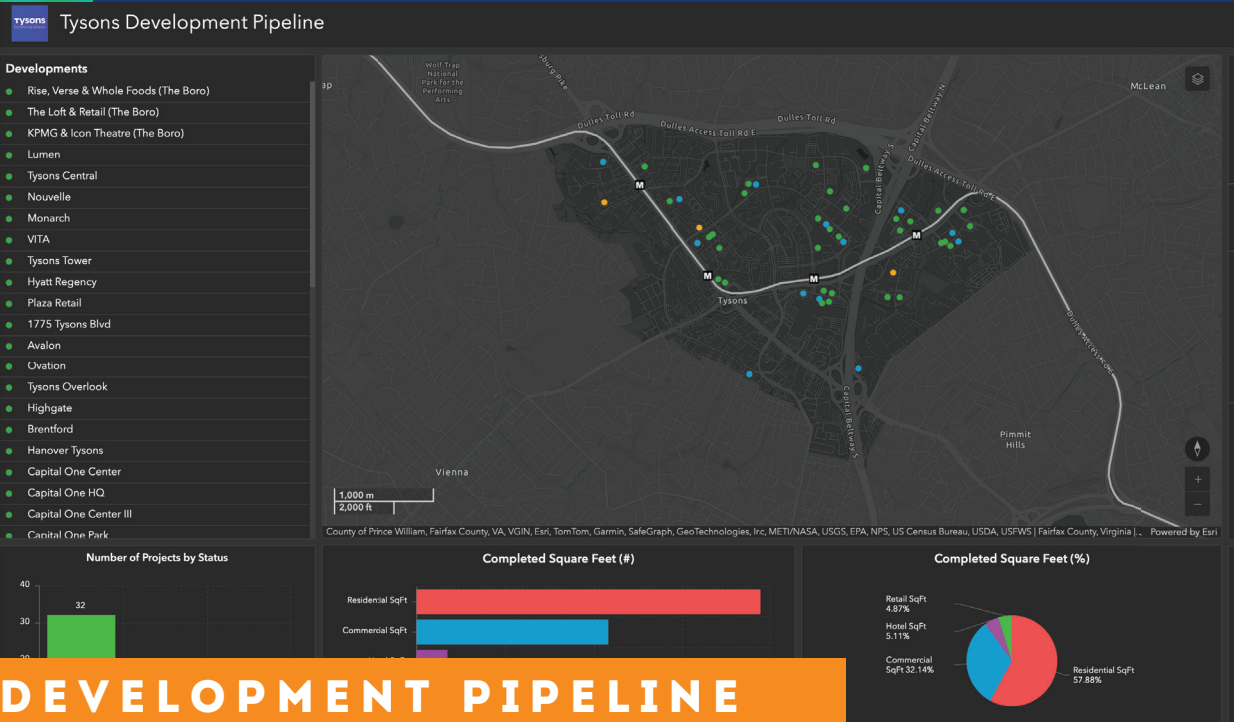
Because Tysons is a rapidly growing and evolving urban district, stakeholders and community members need current, dynamic information to help them understand the area’s vitality. This is why the TCA has developed the user-friendly DataHub, a one-stop resource that empowers users to explore a wide range of facts and figures through dynamic metrics, graphs, and interactive visualizations. Whether you’re a resident, business owner, developer, or investor — or just curious about Tysons — this platform offers the data-driven insights you need to know what’s happening here.



LEARN MORE

The Tysons DataHub is a comprehensive online resource designed to provide users with a holistic understanding of the area’s market conditions. Continually updated utilizing a range of public and private data sources, as well as the TCA’s own unique market intelligence, this platform serves as the best location for exploring the area’s market, economic, demographic, and development landscape.

Tysonsva.org/dashboard/overview



DEVELOPMENT PIPELINE

COMMUNICATIONS, BRANDING & ENGAGEMENT

Keeping the Tysons area informed about all that's happening goes beyond newsletters or social media. It's also about engaging with the community directly through social gatherings, family-friendly events, and much more.

ACCOMPLISHMENTS

- Integrated and managed an interim TCA brand design and developed content to maintain TysonsVA.org as Tysons' digital front door, increasing web visits and overall engagement, specifically, **30,700+ site visits** and a **52% engagement rate**.
- Launched the Tysons Teammates community-engagement program to encourage public participation with the TCA across four levels: volunteering, policy contributions, networking, and socializing with **109 Teammates** to date and growing.
- Produced **29 events** throughout the year. Of these, seven included involvements from the new Tysons teammates program.
- Managed the development of a TCA-wide database system to fully support engagement and outreach efforts.
- Developed and made available TCA events and Strategic Plan collateral to support Tysons related public- and private-sector marketing efforts.
- Promoted TCA's and partners' events and programs through the social media channels, all of which saw an increase in followers and engagement. Current social media following: **Instagram: 3,500, Facebook: 1,700, and LinkedIn: 1,000.**



109
TEAMMATES



Learn more at tysonsva.org/tysons-teammates



WHAT'S NEXT

- » Develop a revised TCA brand to strengthen the identity of the organization and the Tysons area.
- » Revamp the TysonsVA.org website with the new brand and better organize content to reflect both the TCA and the Tysons community.
- » Launch new engagement strategies to build further awareness of, and engagement with, the TCA.
- » Build out the online toolkit for stakeholders, partners, and other interested parties to read or download information that will increase interest in Tysons as a place to grow and connect.
- » Expand on the success of TCA events, growing interest and attendance and incorporating new events that align with placemaking and transportation and mobility efforts.
- » Continue outreach and engagement to grow the Tysons Teammates program, with a goal of 100% increase in membership in FY25.



PLACEMAKING & ACTIVATION

What makes a “place” is more than just geography or branding — it’s about a greater sense of community and connection, and the vitality that residents, workers, and visitors contribute to and benefit from.

ACCOMPLISHMENTS

- Spearheaded a Tysons Placemaking Framework and Vision Plan, following a key directive of the Strategic Plan.
- Hosted **3 workshops** that brought private- and public-sector organizations together for engagement and feedback.
- Hosted a Placemaking Fest at The PARC (**150+ attendees**) to highlight the TCA’s work and invite public feedback on the Placemaking Framework and Vision Plan planning efforts.
- Debuted the findings and recommendations of the Placemaking Framework and Vision Plan in June 2024 through an interactive webinar.
- Partnered with VDOT and SCG to clear **2 acres** of invasive plant species and brush at the intersection of Rtes. 123 and 7 as Phase One of the TCA’s Corridor Beautification Project.
- Participated in, and developed recommendations for, the Tysons Forest Community Task Force. This initiative, spearheaded by Supervisor Walter Alcorn, developed high-level strategies and action items for the preservation and enhancement of the Tysons Forest corridor.
- Installed updated panels reflecting the interim TCA brand on **7 Tysons wayfinding obelisk** locations at Metro stations.
- Installed a whimsical, colorful mural on the I-495 pedestrian bridge, Tysons Corner Center side.
- Invested in Eco Counters to measure and monitor the effectiveness of the Placemaking Framework and Vision Plan into FY25.

150
PLACEMAKING FEST
ATTENDEES



To realize the potential of SCG Development’s investment, Tysons needs to reflect — through beautification and attention to place — the same world-class enterprise happening inside offices like ours. The TCA understands this imperative: over the last year, they’ve brought the public and private sector together to strategize on improving place, and now they’re getting it done, partnering with us on a major beautification intervention to transform the experience of the crossroads of Routes 123 and 7.

— STEVE WILSON
SCG DEVELOPMENT

WHAT’S NEXT

- » Release the Tysons Placemaking Framework and Vision Plan and implement key recommendations.
- » Launch Tysons Rangers pilot program, in connection with the TCA Crossroads Beautification Project.
- » Begin benchmarking efforts using the Eco Counters to regularly measure daily visits to Tysons, including residents, workers, and others.
- » Plan and host the second Tysons Fall Market, increasing vendor participation and expanding the market footprint.
- » Refresh and illuminate the iconic Tysons Luxury Lilies mural at the Boro, originally installed in 2016.
- » Integrate the new Tysons brand identity into wayfinding tools and programs.



TRANSPORTATION & MOBILITY

Although Tysons is well-connected by multimodal infrastructure, the TCA is developing partnerships to improve the network and educate the community about how they can travel to and from and through this urban center, safely and conveniently, via whatever mode they choose.

ACCOMPLISHMENTS

- Applied for and received **\$96,800 in state funds** from the Virginia Department of Rail and Public Transportation. The TCA will provide the remaining \$24,200 and serve as the TDM campaign provider.
- Developed the Transportation Demand Management (TDM) campaign “Walk, Bike, or Roll To/ From Tysons Metro Stations,” to encourage and entice the public to use multimodal transportation throughout Tysons.
- Successfully collaborated with the Fairfax County Department of Transportation and Virginia Department of Transportation (VDOT) on several efforts.
- Hosted the first annual Tysons Transportation Open House (**50 attendees**).
- Represented TCA at the VDOT Land Use Forum, with **300+ virtual and in-person attendees** representing 55 state localities, 28 developers, 12 community organizations, 10 planning district commissions, and 6 metropolitan planning organizations.
- Participated in community events that raised awareness of bike facilities and support services, including the second annual Pedal With Petals Bike Ride and two pit stops for the annual Bike to Work Day event.



WHAT'S NEXT

- » Build upon TCA’s “Walk, Bike, or Roll” transportation demand management campaign, raising awareness and conducting outreach in summer 2024 through pop-up events and social media. A fall challenge will offer prizes for exploring destinations using pedestrian and bicycle facilities.
- » Collaborate with VDOT to enhance a routine bridge rehabilitation project will provide a recognizable and attractive Tysons gateway.
- » Collaborate with the local government on routine repaving projects planned for 2025 to support adding improvements to safety and convenience for walking, cycling, and other active and sustainable transportation modes.



RESEARCH & BUSINESS SUPPORT

Data is at the heart of everything the TCA does, because the best and broadest amount of information enables us – and all Tysons stakeholders – to make the most informed decisions.

ACCOMPLISHMENTS

- Tracked **121 metrics** and **10+ data sources** to support research and data gathering efforts for Tysons.
- Released the Tysons Market Study. The online document received **125+ downloads** and **2,000+ webpage views** to date.
- Produced the TCA Strategic Plan. The planning effort included **20+ stakeholder meetings** with more than **80 participating Tysons community members**. As part of this effort, TCA also conducted an extensive community survey campaign, seeking input on six specific areas, and received **831 responses**.
- Accommodated inquiries and data requests from interested stakeholders, businesses, and media.
- Provided internal support for TCA events, projects, and studies, including transportation analysis for the Placemaking Framework and Vision, and the Tysons wayfinding obelisks.
- Supported external Fairfax County and Tysons initiatives and events including Fairfax County’s curb-management program; two Bisnow media events, and an Urban Land Institute Silver Line tour and happy hour.
- Supported Communications efforts through earned media requests. TCA-produced data was utilized in the media for **23 articles** about Tysons.

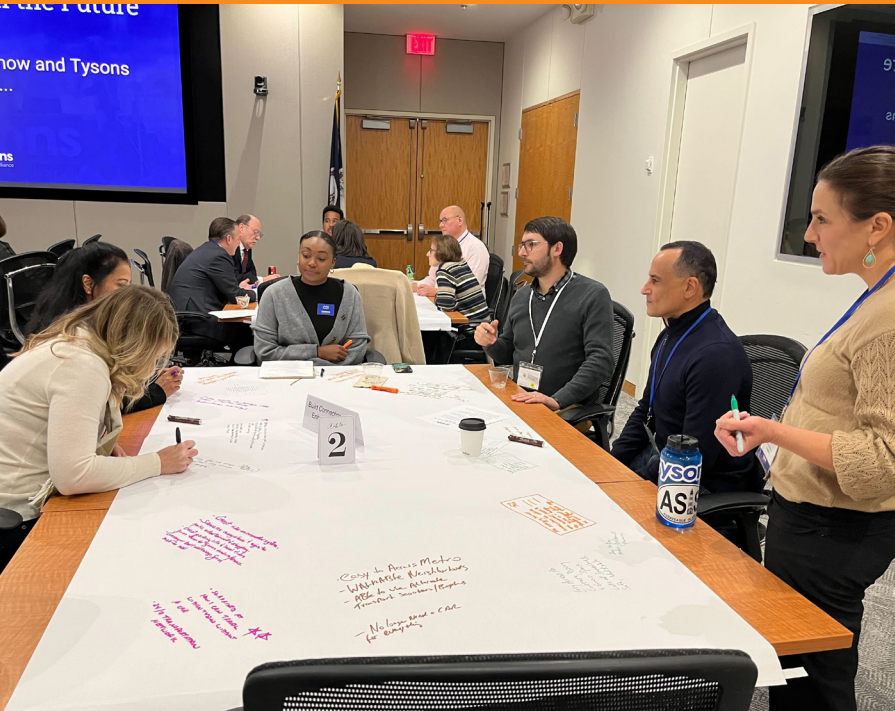


WHAT'S NEXT

- » Launch the Tysons DataHub at the June 2024 Annual Meeting: an online resource for comprehensive data about the area that will be continually updated and improved. For more details, see pages 6-7.
- » Launch quarterly market reports as a streamlined print version of the DataHub, each built around a different emerging theme. Every report will include a brown-bag lunch webinar with a market update from a key stakeholder representing a relevant sector.
- » Conduct a net fiscal impact analysis – the tax revenue Tysons generates for Fairfax County minus the cost of providing public services – to capture the impact of this burgeoning urban center.

By leveraging both public and private data resources, the DataHub offers a robust set of interactive visualizations that are useful for anyone looking to understand the dynamic Tysons market and development landscape. It's a tool that can be easily used by residents, businesses, investors, and policymakers alike.

– SUZIE BATTISTA
FAIRFAX COUNTY DEPARTMENT
OF PLANNING & DEVELOPMENT



ORGANIZATIONAL DEVELOPMENT & GOVERNANCE

As we wrap up our first year of operation, the TCA is building a robust team with the experience, skills, and savvy necessary to fully serve the growing and dynamic Tysons community.

ACCOMPLISHMENTS

- TCA’s first permanent CEO was hired with the new fiscal year in July 2023.
- Increased staff from two to seven full-time members.
- Hired an inaugural leadership team of four program-area directors and a Director of Budget and Administration, who guided program areas throughout FY2024.
- The growing TCA team — including an Associate Director of Research, an Events Manager, and an Administrative Coordinator, as well as five key collaborators executing our Communications, Marketing & Engagement program and supporting our Transportation Engagement functions — enabled the TCA to deliver on the programmatic achievements shared throughout this report.

THOUGHT LEADERSHIP

- Reflecting the organization’s emerging status as the expert voice on Tysons, senior leadership of the TCA were engaged to give presentations, serve on panels, and participate in work groups by a diverse network of organizations, including:
- Metropolitan Washington Council of Governments & WMATA Regional Transit Initiative
 - Urban Land Institute
 - The Virginia Department of Transportation
 - Bisnow
 - ArtsFairfax Grant Review Panel
 - Northern Virginia Transportation Commission
 - Leadership Greater Washington
 - Tysons Area Hotel General Managers
 - The Tysons Forest Community Task Force
 - Greater Tysons Citizens Coalition

7
FULL TIME
STAFF

TCA START UP YEAR BUDGET

CATEGORY	APPROVED FY24 BUDGET JUN-24
TCA PRIOR YEAR CARRYOVER	\$1,128,853
FY2024 FAIRFAX COUNTY APPROPRIATION	\$3,000,000
TOTAL REVENUES	\$4,128,853
COMMUNICATIONS & BRANDING	\$897,050
RESEARCH & BUSINESS SUPPORT	\$692,150
PLACEMAKING & ACTIVATION	\$810,900
TRANSPORTATION & MOBILITY	\$484,200
ADMINISTRATIVE	\$1,111,850
TOTAL EXPENSES	\$3,996,150
REVENUE MINUS EXPENSES	\$132,703

ACKNOWLEDGMENTS

The Tysons Community Alliance’s first year of operations was successful because of the guidance and leadership of its diverse Board of Directors, which represent a broad cross-section of area stakeholders, and its talented staff, who provide the necessary expertise and passion for making Tysons a vibrant and thriving urban center. We also greatly appreciate the time and assistance provided by our Tysons Teammates, event volunteers, and many others — too many names to fit on these pages. Thank you!



STAFF

- Katie Cristol**, CEO
- Drew Sunderland**, Vice President of Strategy and Research
- Lezlie Biggers**, Director of Budget and Administration
- Sonali Soneji**, Director of Transportation and Mobility
- Kevin O’Halloran**, Associate Director of Research and Planning
- William Andrés Herrera**, Events Manager
- Caylin Grant**, Administrative Coordinator
- Karyn Le Blanc**, Communications Leadership and Strategy
- John Curran**, Communications Management
- Destinée Mitchell**, Community Engagement
- Harper Mayhew**, Marketing and Media
- Jessica Dee**, Mobility Coordination and Engagement

Special thanks to Bruce Fulton for his management of web and digital; Colleen Hawkinson and Nancy Miyahira for their leadership in the development of the TCA’s Placemaking program; and Rich Bradley for his role in launching the organization.



TYSONS COMMUNITY ALLIANCE BOARD OF DIRECTORS

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Vice Chair

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Matt Rofougaran, Tysons Shipgarten

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Donna Shafer, Cityline Partners

Regina Sullivan, Washington Metropolitan Area Transit Authority

Brandon Todd, WGL

Lloyd Tucker, Fairfax County Government

Terry Williams, PenFed



TCA BOARD OF DIRECTORS COMMITTEES

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- **NOMINATING AND GOVERNANCE COMMITTEE**
- **BUDGET AND FINANCE COMMITTEE**



TYSONS COMMUNITY ALLIANCE

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