



# County of Fairfax, Virginia

## MEMORANDUM

**DATE:** May 13, 2022

**TO:** Board of Supervisors

**THROUGH:** Rachel Flynn, AIA  
Deputy County Executive

**FROM:** Tony Castrilli, Director, Office of Public Affairs  
Jack Weyant, Director, Department of Code Compliance

**SUBJECT:** Running Bamboo Education and Communication Plan

### Background

The Department of Code Compliance has worked over the last year with the Board of Supervisors to add new regulations pertaining to running bamboo in Chapter 119 of the County Code. Chapter 119 will be retitled “Vegetation” and address both overgrown grass and running bamboo. The new regulations, which will go into effect on January 1, 2023, will require that property owners contain running bamboo within their property lines.

As requested by the Board of Supervisors, below is our proposed community education and communications strategy about the new ordinance.

### Communications Strategy

#### **Goals:**

1. Inform and educate Fairfax County property owners about the new bamboo ordinance and mitigation strategies using multiple County communication resources and platforms.
2. Identify common messages to be shared from several different entities, including the Board of Supervisors, Code Compliance, Public Affairs, Park Authority, and Northern Virginia Soil and Water Conservation District.
3. Distribute the information to a variety of stakeholders, including the public, media, and homeowner associations.

#### **Communication Tools:**

1. **One pager** that details the problems with running bamboo and the mitigation strategies that can be used by property owners. This internal document will include standard talking points/key messages to be used in all communication tools.
2. **Flyer** with the “**Avoid a fine, don’t let bamboo run beyond your property line!**” message and a QR code directing people to the website with multiple translations. The flyer can be used by

## Running Bamboo Education and Communication Plan

### Page 2 of 3

enforcement staff and double as a poster at BOS district offices, park offices, community events, etc.

3. **Multiple languages** - The flyer will be translated into 7 languages and available on the County's Bamboo website in multiple languages. Messages will also be shared on our Spanish Facebook and Twitter channels.
4. **New bamboo website** will serve as a central information source, which will include background on running bamboo, why it is considered invasive, the challenges it presents, mitigation strategies and how to report a problem.
5. **Social media campaign** – Nextdoor, Facebook, Twitter, Instagram, YouTube
6. **Communication toolkit** will be posted on the BOS Portal and include social media posts and newsletter content for communicators and board offices to share.
7. **Videos produced by Channel 16** about bamboo and effective strategies to contain or remove it. This video will be promoted on social media and be posted on the bamboo website.
8. **Podcasts** will feature staff discussing the new bamboo ordinance and mitigation efforts. The podcasts will be available on the County bamboo website and be part of the social media campaign.
9. **NewsCenter article/News Release** before ordinance goes into effect on Jan. 1, 2023.
10. **Emails to homeowner associations** will include the Newscenter article and other tools to share with their communities.
11. **Proactive media outreach** to hyperlocal outlets such as FFX Now, [Patch](#), [Connection Newspapers Inside Nova](#) as well as the Washington Post, WTOP, WAMU and the local TV stations.
12. **Media event** that will feature awareness information, demonstrations, and bamboo mitigation strategies for property owners.

### Communication Timeline

One Pager with Talking Points	<b>Completed by May 2022 – OPA/DCC</b>
Flyer	<b>May – June - DCC/OPA</b>
Channel 16 Video	<b>July – October start to finish</b>
Bamboo Webpage	<b>May – June 2022 - OPA</b>
Newscenter Article	<b>Fall 2022 - OPA</b>
Social Media Campaign	<b>Fall 2022 – January 2023</b>
Communication toolkit Shared with County Agencies and on the BOS Portal	<b>Fall 2022 - OPA</b>
Media Event/Proactive Media Outreach	<b>Fall 2022 - DCC, NVSWCD and FCPA</b>
County Podcast	<b>Fall 2022 - DCC, NVSWCD and FCPA</b>
Repeat/Boost Communications	<b>Spring 2023</b>

If you have questions or would like further information, please contact OPA Director Tony Castrilli or DCC Director Jack Weyant.

**Running Bamboo Education and Communication Plan**  
**Page 3 of 3**

cc: Bryan Hill, County Executive  
Christopher A. Leonard, Deputy County Executive  
Christina Jackson, Deputy County Executive  
Ellicia Seard-McCormick, Deputy County Executive  
Tom Arnold, Deputy County Executive