



# Community Council on Land Use Engagement

## Staff Recommendations

Chase Suddith, Office of the County Executive

Jill Cooper, Executive Director of the Planning Commission

Tony Castrilli, Director  
Office of Public Affairs

Bill Hicks, Director  
Land Development Services

Fred Selden, Director  
Department of Planning and Zoning

December 12, 2017

# Overview

- Introduction and Review of Membership
- Development of Implementation Plan
- Staff Recommended Proposed Actions
- Summary

# Introduction

- Chairman Bulova created Community Council on Land Use Engagement in January 2017
- Council met six times between February and May 2017
- Board accepted final report at June 20 Board of Supervisors Meeting
- Directed staff to develop plan for addressing recommendations

# Community Council Membership

- Members from each magisterial district

- Walter Alcorn, Chairman, Hunter Mill District, former Planning Commissioner, Consumer Technology Association
- Scott Adams/Lori Greenlief, McGuireWoods (Land Use Attorney/Planner)
- Matt Bell, Mt. Vernon District
- Robert Cain, Braddock District
- Karen Campblin, Sully District
- William Canis, Dranesville District, Great Falls Citizens Association
- Mike Carlin, Springfield District
- Michael DeLoose, Springfield District
- Sherry Fisher, Braddock District
- Al Francese, Sully District
- Deborah Fraser, Mason District
- Elizabeth John, Dranesville District
- Barbara Lippa, Sully District
- Jeffrey Longo, Mason District, Sleepy Hollow Manor Citizens Association
- Sandra Lukic Dapoigny, Braddock District
- Brad McKinney, Mason District
- Carrie Nixon, Providence District
- Kevin O'Neill, Braddock District
- Vincent Picciano, Braddock District
- Chris Soule, Lee District
- Annmarie Swope, Hunter Mill, Fairfax County Federation of Citizens Associations
- Fran Wallingford, Providence District

County Staff:

- Tony Castrilli, Director, Office of Public Affairs
- Tom Conry, Department of Information Technology
- Chase Suddith, Office of the Deputy County Executive

# Implementation Plan Development

- High level implementation template created for each Community Council recommendation
- Agencies identified role, proposed actions, estimated fiscal impacts, and next steps
- Agencies also identified Community Council recommendations that were addressed within established practices.

# Staff Recommended Proposed Actions

- These five proposed actions address the Community Council's Recommendations\*:
  1. Creation of Community Engagement Specialist position within the Department of Planning and Zoning
  2. Enhancement for Public Meeting Testimony Opportunities
  3. Creation of a Land Development Toolkit for Industry and a Land Use 101 Academy for Residents
  4. Enhancements of Web-based IT and GIS/Mapping Functionality
  5. Maintenance of HOA/Civic Association Contacts

\* Recommendation 19 pertains to the Board of Zoning Appeals, which has reviewed the Community Council's recommendations for applicability.



Staff Recommended Proposed Action 1:

# Community Engagement Specialist

- Provide dedicated resource for coordination of public communication, education, and outreach
- Interface between Office of Public Affairs and DPZ Staff Coordinators
- Key responsibilities include:
  - Creating communication strategy and ensuring its execution
  - Strengthening two-way communications between the community and County
  - Building satisfaction surveys to gather feedback from customers and public
  - Developing requirements and guidance for community outreach plans
  - Supporting staff with community meetings and messaging
  - Ensuring alignment with One Fairfax policy

# Fiscal Impacts

- Community Engagement Specialist
  - New position proposed as an S27 (*midpoint salary \$87,767*)
  - Recurring expense



*Fiscal impacts to be considered as part of FY2019 Agency Budget Request*





Staff Recommended Proposed Action 2:

## Enhanced Public Meeting Testimony Opportunities

- Expanding policy that would allow residents to submit testimony via a video platform (e.g. YouTube)
- Policy would prescribe content-neutral guidelines regarding length, format, and pre-screening
- Videos can be entered into public record



Staff Recommended Proposed Action 3:

## Create Land Use 101 Academy for Residents and Land Development Toolkit for Industry

- Develop curriculum offered online and in individual neighborhoods
- Residents-based curriculum – basic “how to” information
  - Take to BOS community meetings, fairs, and HOA meetings
  - Materials available online
- Land development toolkit
  - Online materials geared toward new developers in the county, not regulars
  - Small business owners and homeowners

# Fiscal Impacts



- Land Use 101 Academy

- Training Specialist III position proposed as an S27 (*midpoint salary \$87,767*)
  - Full-time program manager, recurring expense
- Contract services for curriculum development (\$100,000)
  - One time expense
  - Results in professional quality curriculum development with faster delivery

*Fiscal impacts to be considered as part of FY2019 Agency Budget Request*

Staff Recommended Proposed Action 3: Land Use 101 Academy for Residents



# Alternative Options

	Scale	Expected Results	Timeline
Staff Recommended	1 Full-time equivalent + contracted services	Introductory curriculum, e-learning, and interactivity (e.g., presence at BOS community meetings, fairs, HOAs, etc.)	1 year to curriculum delivery with possible expansion of curriculum in continuing years
	2 Full-time equivalent	Introductory curriculum, e-learning, and interactivity (e.g., presence at BOS community meetings, fairs, HOAs, etc.)	2 years to curriculum delivery with possible expansion of curriculum in continuing years
	3 Limited term + contracted services	Web presence with introductory materials with links	1 year
	4 Limited term	Web presence with introductory materials with links	2 years
	5 Contracted services	Web presence with introductory materials	2 years



Staff Recommended Proposed Action 4:

## Enhance Web-based IT and GIS/Mapping Functions

- Planning Land Use System (PLUS) under development, which will replace multiple aging IT systems
- New system will make information and services more easily accessible
- Website and GIS/Mapping improvements forthcoming
  - New fairfaxcounty.gov debuts December 15



Staff Recommended Proposed Action 5:

## Maintenance of HOA/Civic Association Contacts

- Updating Homeowner and Civic Association lists
- Opt-in, neighborhood-based social media (Nextdoor)
  - Currently over 100,000 residents have accounts

# Summary

- Existing practices related to Community Council Recommendations included as appendix to memorandum
- Request Board endorsement of recommended implementation plan

