

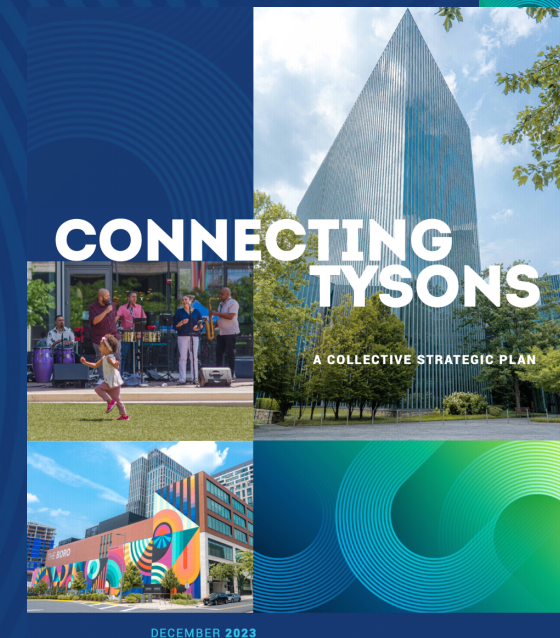


Place Management Organizations in Fairfax County:

Tyson's Community Alliance

Fairfax Board of Supervisors
Economic Initiatives Committee
June 18, 2024

- **Connecting Tysons Collective Strategic Plan**
 - Market Study
 - Community Engagement
- **Highlight of Activities in Inaugural Year**
- **Best Practices/Lessons Learned**
- **What's Next**



Connecting Tysons: A Collective Strategic Plan

Market Study

To launch our strategic planning process, TCA undertook:

- **A Market Study** on various aspects of private real estate market and more broad economic conditions.
- **An Analysis** of transportation infrastructure conditions.
- **An Inventory** of existing and planned community spaces.

ECONOMIC ACTIVITY



Tysons is **1%**
of Fairfax County's area
but generates
of its tax revenue **8%**

Community Engagement

- Six task groups comprised of more than **80 stakeholders**.
- A robust community survey that engaged **831 residents, visitors and employees in Tysons**.



Strategic Plan Themes

THEME 1

**CULTIVATE
AND PROMOTE
IDENTITY**

THEME 2

**ENERGIZE
PLACE**

THEME 3

**BUILD
CONNECTIONS
AND ENHANCE
MOBILITY**

THEME 4

**BUILD A
LIVABLE AND
INCLUSIVE
COMMUNITY**

THEME 5

**FOSTER A VITAL
ECONOMY**

These themes support Tysons' growth into a dynamic, 24/7 urban center.

Highlight of Activities in Inaugural Year

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



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.



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



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.



2
PIT STOPS
for Bike to Work Day

Explore
Tysons
WALK • BIKE • ROLL

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



Best Practices & Lessons Learned

Place-based organizations tap into an underused economic development resource in their district: **People.**

Short term wins are important;
deep impact takes time.

What's Next

Communications & Branding

- Revised **Tysons brand & tysonsva.org**
- Buildout **online toolkit for stakeholders**
 - Expand on success of **TCA events**
 - Grow **Tysons Teammates** program

Research & Business Support

- Continually update and improve the new **Tysons DataHub**
- Launch **quarterly market reports**
- Conduct a **net fiscal impact analysis**

Placemaking & Activation

- Release **Tysons Placemaking Framework**
- Launch **Tysons Rangers pilot program**
- Host the **second Tysons Fall Market**
- **Integrate new Tysons identity** into wayfinding tools

Transportation & Mobility

- **“Walk, Bike, Roll”** transportation demand management campaign
- Collaborate with VDOT to visually enhance a **bridge rehabilitation project**
- Support **capital projects that improve safety** for active transportation modes

Thank You

learn more: tysonsva.org

Josh White
TCA Board of Directors
Chair

Katie Cristol
TCA
Chief Executive Officer