

Policy Plan Update: Strategic Plan Overview and Outreach Discussion

March 7, 2024



PLANNING & DEVELOPMENT



Policy Plan Update

Agenda



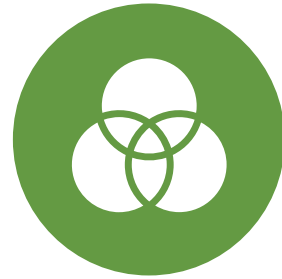
- 1 Authorization
- 2 Phase I Topics
- 3 Timeline
- 4 Project Branding
- 5 Proposed Outreach Framework
- 6 Discussion

Policy Plan Update

BOS Authorization



Update and
Streamline



Align with
Strategic Plan
and
One Fairfax

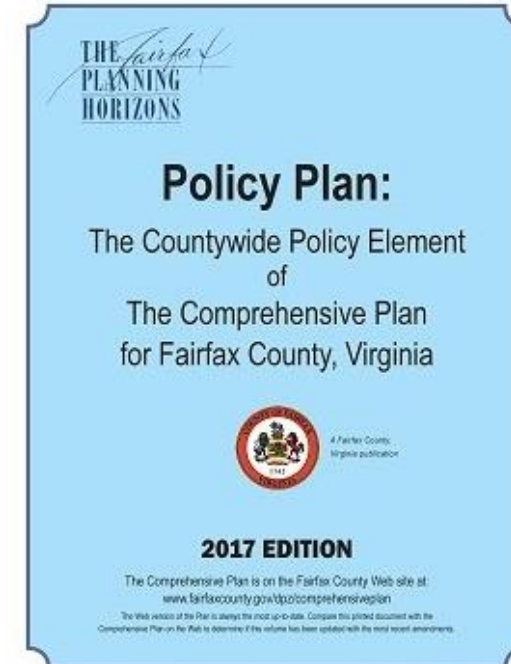


Add New
Policies

Policy Plan Update

Phase 1 Overview: Topics

- Preface
- Land Use
- Transportation
- Environment
- Parks and Recreation
- Human Services
- New: Community Health, Equity
- Ongoing: Public Facilities, Housing



Policy Plan Update

Phase I Overview: Timeline



December 2022 - 2023

BOS Authorization; PC Policy Plan Committee Established; Phase I Topics Identified; Internal Research; Policy Crosswalk

Mid-2024

Outreach Kick-off; PC Policy Plan Committee Mtgs

Late 2024

Policy Development Begins

Early-2024

Internal Research, Outreach Plan Finalization, PC Policy Plan Committee Mtgs

Through 2024

Community Engagement (iterative), PC Policy Plan Committee Mtgs, BOS Updates & Committee Mtgs

Early/Mid 2025

Policy Development Continues; Further Outreach and Research; Schedule Public Hearings

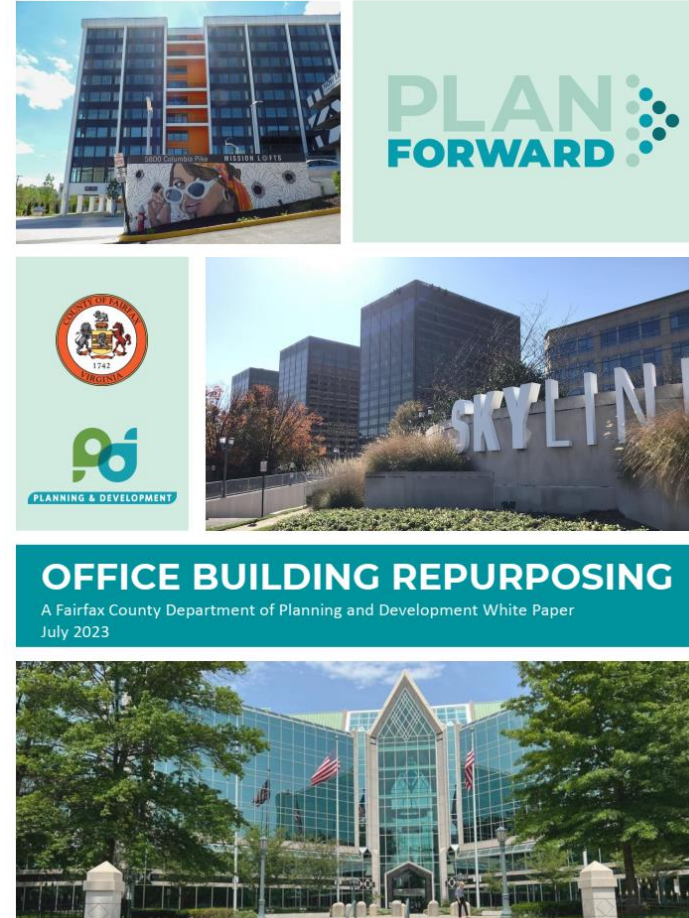


Policy Plan Update

Project Branding



- Plan Forward
 - Future Focused
 - Aligns with Strategic Plan branding (Fairfax Forward)
 - Will clearly link efforts from different agencies (DPD, FCDOT, etc.)



Policy Plan Update

Inclusive Community Engagement



Goals:

1. Create clear messages
2. Maximize existing county resources
3. Employ new tools and techniques
4. Provide engagement opportunities in multiple formats
5. Strive to reach as many community members as possible



Policy Plan Update

Proposed Outreach Pushes (4 total)



- 1 Informational Outreach** Spring/Summer 2024
 - Open Houses throughout County
 - Virtual Sessions and Lunch and Learns
 - Informational Stands at Markets and Events
- 2 Focused Topic Outreach** Summer - Winter 2024
 - Charettes and Working Groups
 - PC and BOS Committee Meetings
 - Collaboration on Policy Considerations
- 3 Community Check-in** Winter/Spring 2025
 - Overview of considerations / Did we get it right?
 - Community Feedback Report & Presentation
 - Chance to provide input for additional changes to the proposed Plan text
- 4 Input in Public Hearing Process** Summer 2025
 - Staff Report Publication
 - Planning Commission Public Hearing
 - Board of Supervisors Public Hearing

Policy Plan Update

Proposed Outreach Materials



Deliverables

- Email Subscription Setup
- Public Comment System(s)
- News Releases
- Communications Toolkits
 - For BOS, PC, Stakeholders & Topic Leads
 - Draft social media, newsletter and email messages
- FAQ Documents
- Posters / Boards
- Data and Research

To Establish

- Open House locations
 - Dates Proposed: May & June 2024 (before and after Memorial Day)
 - Schedule 1-2 virtual options as well
- Research Topics / Data Deliverables
- Central Email Address
- Focus Group Sign-up Mechanism

Policy Plan Update

Expected Outreach By the Numbers



6 Kick-off Meetings
Across the County

Includes in-person Open
Houses and virtual meetings

Outreach to 250+
Stakeholder groups

Includes County Agencies and
BOS Offices

Post 150
advertisements on
Fairfax Connector
buses

Translate materials
into the top 7
languages

Hold 20 focus group
meetings

Create 3 Channel
16 videos

1 for each phase

Share information
with the county's
23 libraries and 13
community centers

Reach more than
200,000 residents
through social
media

DISCUSSION



Policy Plan Update

Upcoming Policy Plan Committee Meetings



- **April 4th Meeting**
Finalized Outreach Plan Presentation
- **May 23rd Meeting**
Consultant Report Updates Part I
- **June 27th Meeting**
Post-Open House Updates and Discussion
- **July 18th Meeting**
TBD



PLANNING & DEVELOPMENT

PLAN
FORWARD



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