#### FAIRFAX COUNTY PLANNING COMMISSION POLICY PLAN COMMITTEE THURSDAY, MARCH 7, 2024

- PRESENT: Phillip A. Niedzielski-Eichner, At-Large, Chairman Timothy J. Sargeant, Commissioner At-Large, Vice Chairman Mary D. Cortina, Braddock District John C. Ulfelder, Dranesville District John A. Carter, Hunter Mill District Walter C. Clarke, Mount Vernon District Jeremy Hancock, Providence District Evelyn S. Spain, Sully District Candice Bennett, Commissioner At-Large
- ABSENT: Daniel G. Lagana, Franconia District Alis Wang, Mason District Peter Murphy, Springfield District
- OTHERS: Kelly Atkinson, Assistant Director, Planning Division (PD) Department of Planning and Development (DPD)
   Corinne Bebek, PD, DPD
   Chris Caperton, Deputy Director, Office of the Deputy Director, DPD
   Sarah Godfrey, Office of the Deputy Director, DPD
   Aimee Brobst, Division Director, Department of Management and Budget (DMB)
   Samantha Lawrence, Senior Deputy Clerk, Planning Commission, Department of Clerk Services

#### **ATTACHMENTS**

- A. FAIRFAX COUNTYWIDE STRATEGIC PLAN
- B. POLICY PLAN UPDATE STRATEGIC PLAN OVERVIEW AND OUTREACH DISCUSSION PRESENTATION

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Chairman Niedzielski-Eichner called the Policy Plan Committee meeting to order at 7:30 p.m. in Conference Room 11 of the Fairfax County Government Center, 12000 Government Center Parkway, Fairfax, Virginia 22035.

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#### MINUTES APPROVAL

Commissioner Sargeant MOVED APPROVAL OF THE MINUTES FOR THE FEBRUARY 15, 2024 POLICY PLAN COMMITTEE MEETING.

Commissioners Ulfelder and Cortina seconded the motion, which was carried by a vote of 9-0. Commissioners Lagana, Murphy, and Wang were absent from the meeting.

Chairman Niedzielski-Eichner stated that there were two items on the agenda, one was a presentation from Aimee Brobst, Division Director, Department of Management and Budget (DMB) on the Fairfax Countywide Strategic Plan. He added Ms. Brobst would discuss how the plan would be integrated into the policy planning process. Chairman Niedzielski-Eichner also acknowledged Corinne Bebek, Planning Division, Department of Planning and Development, who led the overall Policy Plan process and presented staff's recommendation on outreach efforts for the policy planning process.

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Corinne Bebek, Planning Division (PD), Department of Planning and Development (DPD) introduced Sarah Godfrey, Community Engagement Specialist, Office of the Deputy Director, DPD, who assisted with the outreach presentation and finalized the outreach plan. She also introduced Kelly Atkinson, Assistant Director, PD, DPD, and Chris Caperton, Deputy Director, Office of the Deputy Director, DPD.

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Ms. Brobst gave a presentation on the Fairfax Countywide Strategic Plan. A copy of the staff's presentation is in the date file.

There was a discussion between Ms. Brobst; Ms. Bebek, Chris Caperton, Deputy Director, Office of the Deputy Director, Department of Planning and Development; and multiple Committee members regarding the following:

- A discussion on the scheduling and sequencing updates made to the data dashboards;
- Staff clarified that annual reports for the Strategic Plan were submitted with the annual budget;
- Staff clarified that the Countywide Strategic Plan itself was updated at the end of every fiscal year;
- Staff addressed the following concerns:
  - A reference made to the Wedges and Corridors plan and their correlation with the Countywide Strategic Plan;
  - The design aspect of the County was missing from the plan;
  - Concerns that Fairfax County operated in a bubble;
  - The design aspects of the plan and the County's relationship with the State of Virginia and other neighboring jurisdictions; and
  - Concerns that transportation and environmental issues in the County impacted the region.
- Staff discussed how community engagement was incorporated into the plan;

- Staff discussed communities of opportunity and strategies and drivers in place that identified areas in need of improvements;
- A recommendation that the community be educated on the Countywide Strategic Plan and its revision process;
- Staff discussed future changes to the Countywide Strategic Plan;
- Staff disclosed the anticipated timeframe for completion of the Ten Community Outcome Areas;
- Staff discussed whether the dashboard studies would result in changes to the Policy Plan;
- Staff disclosed that when they conducted the outreach for the Countywide Strategic Plan, they produced a community engagement report would provide the Committee with a copy of the report;
- Staff discussed the process in place for gathering elements of the plan;
- Staff discussed the pilots launched that advanced the work for the economic opportunity outcome areas;
- Staff discussed the elements and topic areas of the Comprehensive Plan Policy Plan and how they aligned with the Strategic Plan and the Policy Crosswalk;
- A discussion on whether the Strategic Plan was considered a policy document;
- Staff confirmed that the inclusive engagement framework, developed by One Fairfax in partnership with Neighborhood and Community Services was used as a guide in crafting the Strategic Plan;
- Staff disclosed that the four levels of community engagement framework for One Fairfax was established after the Strategic Plan was developed;
- Staff acknowledged that outreach in the County differed from agency to agency and the four levels of community engagement framework was offered as a guide;
- Staff disclosed that a factor mapping process was used to determine the root cause for interconnectivity challenges within the community;
- Staff clarified that the goal was to integrate the Strategic Plan with the budget process and seeking regional resources was envisioned for the plan to fund some of the County's projects;

- Staff discussed outreach efforts to community using the County's Language Access Program;
- Staff confirmed that the County's Language Access Program was integrated into the planning process;
- A discussion on how the data received from the community outcome areas was aggregated and analyzed;
- Staff confirmed engagement with the community throughout the different phases of the planning process, which included discussions on the data received from the community outcome areas; and
- Staff disclosed that the community engagement process for the Countywide Strategic Plan included written comments received from the community, comment cards, and interpreters were part of the outreach process.

Ms. Brobst thanked the Committee members for their time.

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Chairman Niedzielski-Eichner acknowledged an audience member, Larry Zaragoza, Chairman for Environmental Quality Advisory Committee (EQUAC).

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Ms. Bebek gave a presentation on the strategic plan overview for the Policy Plan. A copy of the staff's presentation is in the date file.

Sarah Godfrey, Community Engagement Specialist, Office of the Deputy Director, Department of Planning and Development gave a presentation on staff's proposed outreach plan for the Policy Plan. A copy of the staff's presentation is in the date file.

There was a discussion between Ms. Bebek; Ms. Godfrey; Kelly Atkinson, Assistant Director, Planning Division, Department of Planning and Development; and multiple Committee members regarding the following:

- Staff disclosed that Phase 1 of the community informational outreach would be conducted throughout the County;
- Details on focus group meetings had not been determined;
- Staff confirmed that Instagram was not part of the County's social media platform;
- Staff confirmed that Facebook and Nextdoor were part of the County's social media platform;

- Staff discussed the challenges with Instagram as a possible social media tool for the County;
- A recommendation that outreach to the community be conducted during the earlier phases of the project and the community stakeholders be enlisted to participate in that process;
- Available options to solicit participation and educate members of the community who are new to County government and the land use planning process;
- The County's vision on influencing the public on the importance of having an updated policy plan;
- Staff confirmed a webpage existed for the Policy Plan Amendment and was periodically updated with new deliverables and product information;
- Staff discussed relocating the Policy Plan Amendment webpage to a more prominent location to maximize the community outreach process;
- A discussion on how outreach to the community aligned with outreach to stakeholders;
- A discussion on whether there was adequate time for staff to complete the community outreach plan for the Policy Plan Amendment;
- Scheduling additional Policy Plan Committee meetings to address the community outreach portion of the Policy Plan Amendment;
- A reference was made to the Outreach Appendix of the Montgomery Thrive 2050 general plan for Montgomery County as a possible guide for staff's community outreach plan;
- A suggestion that staff solicit the input of young adults as part of the community outreach effort;
- Staff disclosed that the public engagement input platform for the community outreach plan provided a map of the County's demographics which included the types of feedback received;
- The timeline for a public hearing on the Policy Plan Amendment before the Planning Commission and the Board of Supervisors;
- Further discussion on the County's public engagement input platform, public education, participation, and how staff utilized the data received from the community;
- A discussion on whether the focus group mechanism was geared toward the informed part of the community;

- Staff clarified that the focus group process for the plan was opened to the public;
- Staff's coordination plan for outreach to the various groups within the County would be disclosed during the April 4, 2024, Policy Plan Committee meeting;
- Staff disclosed that during the early phases some groups may choose not to be involved in the more detailed conversation of the policy plan process and may request updated information;
- Whether the Policy Plan Committee was part of the policy plan's public input synthesis process;
- Staff discussed their intent to provide a community feedback report during the check-in stage of the policy plan;
- A suggestion that an information packet be provided to citizens that had their district Supervisor's office, County services, and citizen participation information;
- An invitation was extended to the Committee to attend the Centreville Planning Study scheduled for March 14, 2024 at 7:00 p.m. at Centre Ridge Elementary School, 14400 New Braddock Road, Centreville;
- Reference made to the Centreville Planning Study's online survey for its surrounding area;
- A discussion on whether there was a plan to design a survey for topic areas of the policy plan or for the overall Comprehensive Plan Policy Plan;
- Staff's clarified their plan to conduct community outreach in conjunction with work on other aspects of the policy plan;
- Staff acknowledged that there were certain County policies that needed to be updated;
- A request that staff revisit the crosswalk aspect of the policy plan and provide information on the key findings for a particular area;
- The community's access to staff's findings relative to the crosswalk;
- Staff confirmed that the community feedback report disclosed all public comment;
- Staff disclosed that the Airport Noise Policy Plan Amendment provided a foundation for public comment, and why those comments were not addressed or incorporated into the Policy Plan Amendment;
- Staff confirmed that two phases were mapped out for the elements of the policy plan and updates to the area plan would be recommended; and

#### POLICY PLAN COMMITTEE

• Phase I topics of the policy plan included housing, economic development, heritage resources, revitalization, visual and performing arts, and the Chesapeake Bay supplement was in between Phase I and Phase II.

Chairman Niedzielski-Eichner gave a summary of the information staff presented to the Committee, to include additional information requested by the Committee.

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Chairman Niedzielski-Eichner thanked staff for their presentation, responses to the Committee's questions, and adjourned the meeting.

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The meeting was adjourned at 9:36 p.m. Phillip A. Niedzielski-Eichner, Chairman

An audio recording of this meeting is available in the Planning Commission Office, 12000 Government Center Parkway, Suite 552, Fairfax, Virginia 22035.

Minutes by: Samantha Lawrence Approved: April 4, 2024

Jacob Caporaletti, Clerk Fairfax County Planning Commission

County of Fairfax Commonwealth of Virginia

The foregoing instrument was acknowledged before me this  $\frac{25}{20}$  day of  $\frac{1000}{1000}$ , by  $\frac{1000}{0000}$  and  $\frac{1000}{0000}$ 

Signature of Notary

Notary registration numb	per: <u>7114113</u>
	January 31,2028



March 7, 2024

# Fairfax Countywide STRATEGIC PLAN

Planning Commission – Policy Plan Committee March 2024 



**2024 ANNUAL REPORT JUST RELEASED!** CHECK IT OUT: <u>HTTPS://BIT.LY/48NR5OX</u>

LAUREL HILL MOUNTAIN BIKE TRAILS, LORTON

### Attachment A







Strategic Plan Background

### Board of Supervisors adopted the plan in October 2021

- Provides a framework to make decisions and track our progress across issue areas
- Plan Drivers, Community Outcome Areas, and Indicators of Success remain constant over time, while specific strategies are meant to evolve to address data insights and other factors as they occur

### For more information visit:

• <u>www.fairfaxcounty.gov/strategicplan</u>









### EQUITY

Apply a **racial and social equity lens** to engagement efforts and strategy development

### **COMMUNITY OUTCOMES**

Align collective work with the **Ten Community Outcome Areas** and related Indicators of Community Success

### **DATA INTEGRATION**

Use **data-driven insights**, disaggregating by place and population wherever possible

### **INCLUSIVE ENGAGEMENT**

Create multiple avenues for community, stakeholder, and employee engagement



# Ten Community Intcome Areas







Healthy Communities



Economic Opportunity



Effective and Efficient Government

Empowerment and Support for Residents Facing Vulnerability



Housing and Neighborhood Livability



Lifelong Education and Learning





Mobility and Transportation



Environment and Energy



Safety and Security



Leadership Framework





**DEPUTY COUNTY EXECUTIVES** 

CHAMPIONS FOR THE TEN COMMUNITY **OUTCOME AREAS** 

> Steering Committee identifies and deploys small, action-oriented teams of key staff for each of the Ten Community Outcome Areas, led by designated champions.



### **FAIRFAX COUNTY COMMUNITY**

**DRIVES OUR COMMUNITY OUTCOMES** 

### **BOARD OF SUPERVISORS**

ADOPTS PLAN, SETS STRATEGIC DIRECTION, AND PROVIDES OVERSIGHT

ACCOUNTABLE FOR PLAN IMPLEMENTATION





Implementation

In **Year One** of implementation, the plan provided an invaluable framework and intentionally set the conditions for meaningful change, focused on embedding the plan's vision, indicators of success, and principles of effective government into department operations.

**Year Two** focused on the use of an equity lens in strategic decision making through launching new data dashboards, data stories, and equity indices; launched pilots to advance work in the Economic Opportunity outcome area, launched a strategic planning community of practice, and launched a new communications and engagement action plan;

As we begin **Year Three**, our collective efforts will center on the continued use of data that has been disaggregated by place and population, to highlight and respond to persistent issues of racial and social inequity; additional outcome area teams will be convened as data dashboards are completed.

# Year One

BACKOROUND AND YEAR ONE IMPLEMENTATION STRATEGY in October 2021, this Bloard of Supervisors adopted the IO Community Outcome Areas and Indicators of Success, with the understanding t Proposed Strategies and Sample Metrics included in the plan needs further relined and must worke in response to changing commanity conductors over time, the chart blow itemises the specific steps the taken to move this work forward in Year One; a Year Two Implement Model is included on page 10.

IMPLEMENTATION MODEL

#### Year Two IMPLEMENTATION MODEL

BACKGROUND - The Board of Supervisors adopted its Instewer Countywide Strategic Pion in October 2021. Throughout 2022, the Severing Commission Encaned on setting the conditions for meaningful change through the main drivers of Equity, Community Outcomes, Data

### ONE FAIRFAX EQUITY LENS

shart of particulation of the community strategic Plan is to help opplication of a realist and social equity lens was embedded in each of the following steps to determine where equity considerations must b



#### PRODUCED DASHBOARD

Used the completed Economic Opportunity distributed as a replicable sample for two additional outcome areas (Healthy Communities and Mobility & Transportation);

Availability of data to inform metrics confirmed, collected, and analyzed, focusing on disaggregation by place and population to identify disparities

Data stories were developed in collaboration with SMEs and dashboards were populated an published;

Plan for regular updates and ongoing analysis was initiated.



#### LAUNCHED COMMUNICATIONS AN ENGAGEMENT TEAM

Steering Committee identified staff leads and a cross-functional team to work closely with related teams to comprehensive comprehensive review of communication elements that can/should align with the plan;

Team recommended updates to the Communications Toolik, developed or process for how strategic plan elements will be included in communication at afferent levels of the arganization, and recommended how the work of the inclusive Community Framework can be mainitized to inform the strategic plan over the long term.



#### Strategic plan staft updated the plan to include proposed changes, including the public website, internal SharePoint site, translated documents, and elements in the communications tookit.



#### ESIGNATED LEAD SMES

Steering Committee identified lead Subject Matter Experts (SMEs) for each of the Ten Community Outcome Areas:

Strategic Plan and Data Analytics staff coordinate with lead SMEs:

ead SMEs are responsible for allaborating with additional MEs to capture broad feedback nd progress highlights.





Year Three

#### LAUNCH PUBLIC ENGAGEMENT PLAN IMPLEMENTATION TEAM

Once the recommendations of the Communications and Engagement Pilot Team are refined and adopted by the Steering Committee, strategic planning team will immediately move forward to implementation

Strategic planning staff will colloborate with departments who have existing contracts for community engagement platforms to effactively leverage existing communication channels: this feedback will be tagged and funneled to the appropriate Community Outcome Area(s).



#### We consider equity to be a plan "super-driver" that requires us to consider dispartlies by place and population in everything we do, and to continually use the plan at a framework to operationalize our One Fairlax racial and social

#### corress over to the new year, including Phase 2 of oue 'conomital Opportunity pilot, lowinching distributed and data stories for each of the 10 Community Outcom Arreas, our Storbegic Planning, Community of Practice, and implementing the action plan currently being developed by the Communications and Engagement

#### RODUCE REMAINING DASHBOA

Using the completed Economic Opportunity Dashboard and Data Stories as a replicable sample, complete the remaining 7 Commu Packness know deshboards

Outcome Area Deputy County Executiv Support as automic leadership and support as automic area taams analyze data, develop data-driven recommendations and present to the Steering Committee

#### TEGIC PLANNING COMMUNI

Once the recommendations of the Community of Practice Priot Team are refined and adopted by the Stering Committee, this team will either continue through rotating leadership of its members and transitional support from strologic planning staff, or close out its work once the strologic planning resource site is commented.

#### ANNUAL REPORT AND UPDATED PLAN Drofts released in

February 2024 and final documents posted in June 2024.

Team Comm will be indiffer recom inclus mature



# Data Dashboards and Stories

A key component of countywide strategic planning is the development of dashboards and data stories around each of the Ten Community Outcome Areas, which include metrics disaggregated by place and population in every possible case, as well as critical contextual information for equity-informed decision making.

The following three dashboards were published during 2023; the remaining seven are currently in development:

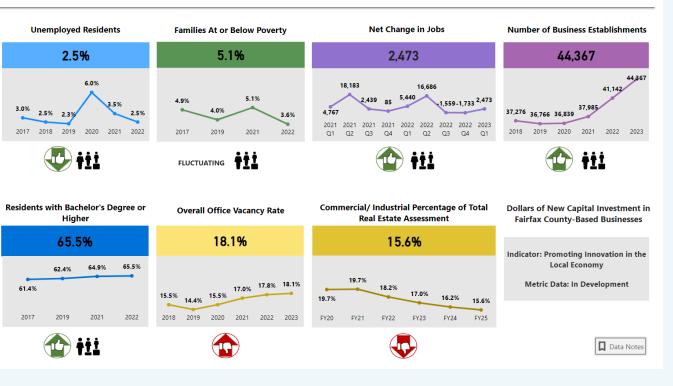
- <u>Economic Opportunity</u>
- Healthy Communities
- Mobility and Transportation

Dashboard Tutorial Video: <u>https://youtu.be/sBHAs9dQZHA</u>



#### AIRFAX COUNTYWIDE STRATEGIC PLAN OUTCOME AREA: ECONOMIC OPPORTUNITY

Click on Chart Titles for Narrative)







### **Aimee Brobst**

Division Director Countywide Strategic Plan Department of Management and Budget <u>aimee.brobst@fairfaxcounty.gov</u>

# **IMPORTANT LINKS**

### Countywide Strategic Plan Website:

www.fairfaxcounty.gov/strategicplan

### First Annual Report: https://bit.ly/3xOXt10

### Second Annual Report: https://bit.ly/48nR5OX

### Countywide Strategic Plan (Revised 2023): https://bit.ly/3URx0gY

Attachment B



# Policy Plan Update: Strategic Plan Overview and Outreach Discussion

March 7, 2024





# 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









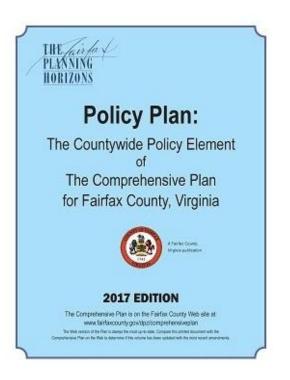
## Update and Streamline

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





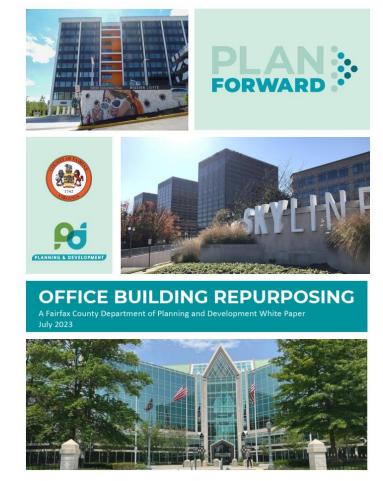
# **Policy Plan Update Phase I Overview: Timeline**



December 2022 - 2023 BOS Authorization; PC Policy Plan Committee Established; Phase I Topics Identified; Internal Research; Policy Crosswalk		<b>Mid-2024</b> Outreach Kick-off; PC Policy Plan Committee Mtgs		Late 2024 Policy Development Begins		
PLANNING & DEVELOPMENT	<b>Early-2024</b> Internal Research, O Plan Finalization, P Plan Committee Mtg	C Policy	<b>Through 2024</b> Community Engagement (iterative), PC Policy Pl Committee Mtgs, BOS U & Committee Mtgs	an	<b>Early/Mid 2025</b> 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.)

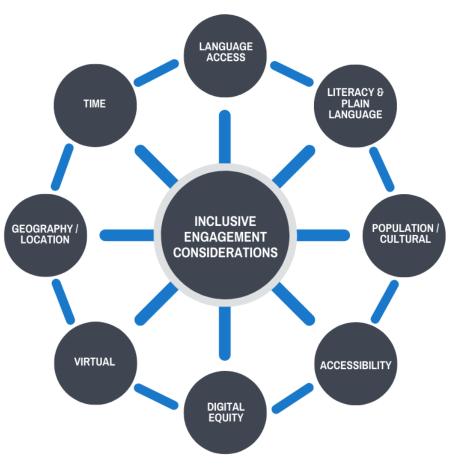


# **Policy Plan Update** Inclusive Community Engagement

## 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)



### Informational Outreach

Open Houses throughout County

Virtual Sessions and Lunch and Learns

Informational Stands at Markets and Events

2 Focused Topic Outreach

Charettes and Working Groups PC and BOS Committee Meetings

Collaboration on Policy Considerations

3 Community Check-in

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

Staff Report Publication

Planning Commission Public Hearing

Board of Supervisors Public Hearing

### Spring/Summer 2024

Summer - Winter 2024

### Winter/Spring 2025

Summer 2025

# 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 4<sup>th</sup> Meeting
Finalized Outreach Plan Presentation
May 23<sup>rd</sup> Meeting
Consultant Report Updates Part I
June 27<sup>th</sup> Meeting
Post-Open House Updates and Discussion

July 18<sup>th</sup> Meeting TBD







Policy Plan Update: Strategic Plan Overview and Outreach Discussion

March 7, 2024