

**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.

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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

- 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
Jacob Caporaletti, Clerk
Fairfax County Planning Commission

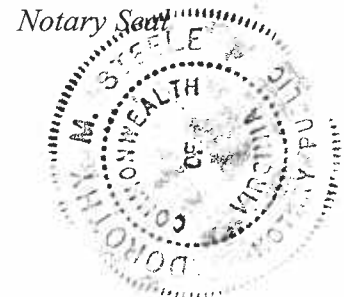
County of Fairfax
Commonwealth of Virginia

The foregoing instrument was acknowledged before me this 25 day of April 2024, by Jacob Caporaletti

[Signature]
Signature of Notary

Notary registration number: 7114113

Commission expiration: January 31, 2028



Fairfax Countywide
STRATEGIC PLAN

Planning Commission – Policy Plan Committee
March 2024



2024 ANNUAL REPORT JUST RELEASED!

CHECK IT OUT: [HTTPS://BIT.LY/48NR5OX](https://bit.ly/48NR5OX)





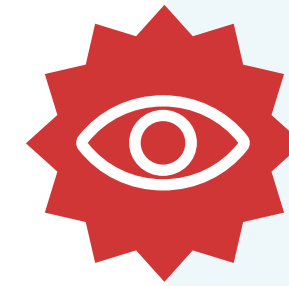
Strategic Plan Background

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

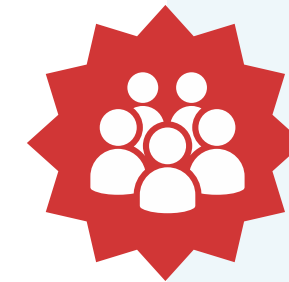
For more information visit:

- www.fairfaxcounty.gov/strategicplan



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 Outcome Areas



Cultural and Recreational Opportunities



Economic Opportunity



Effective and Efficient Government



Empowerment and Support for Residents Facing Vulnerability



Environment and Energy



Healthy Communities



Housing and Neighborhood Livability



Lifelong Education and Learning



Mobility and Transportation

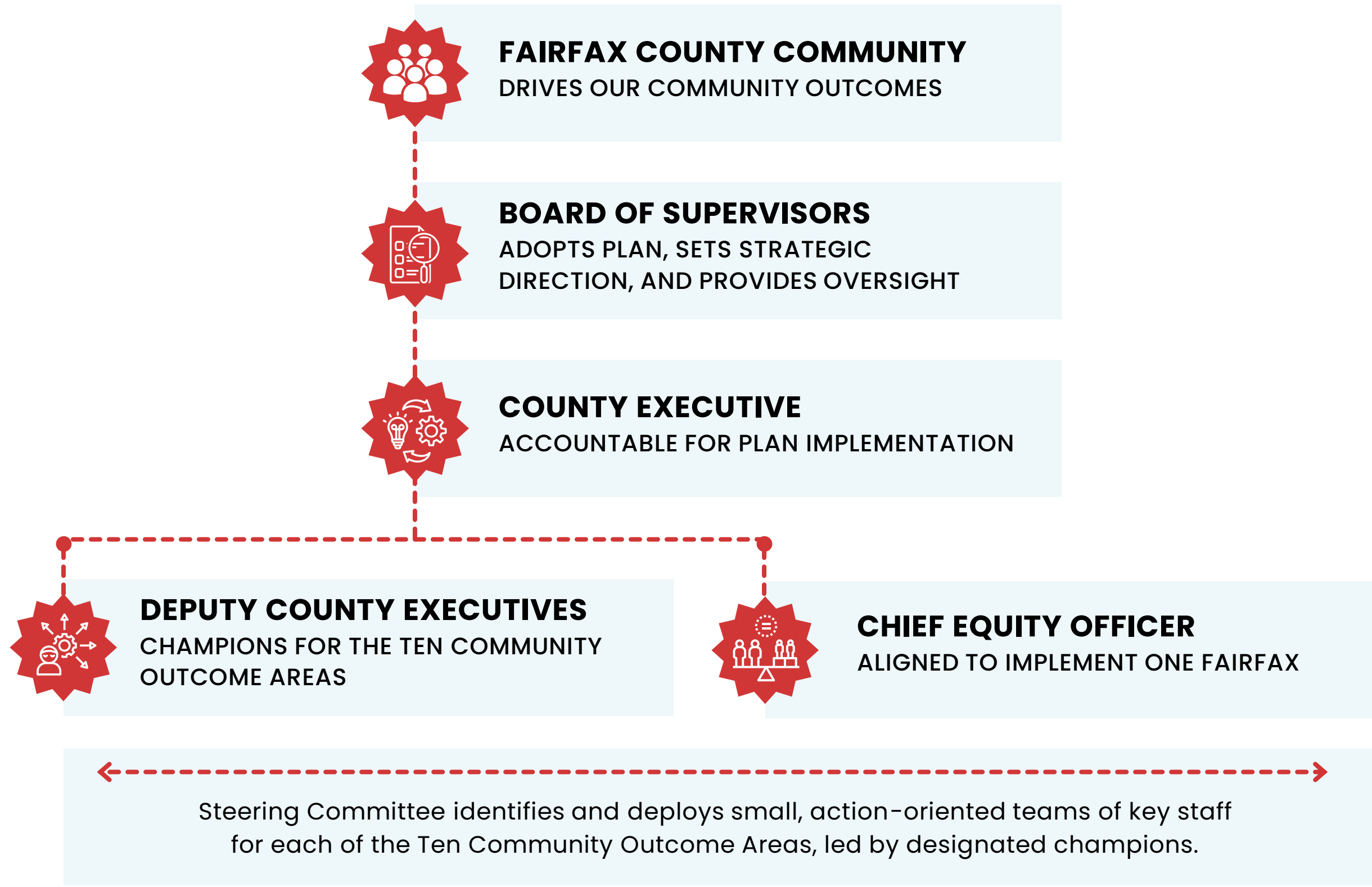


Safety and Security



CELEBRATE FAIRFAX, SPRINGFIELD

Leadership Framework



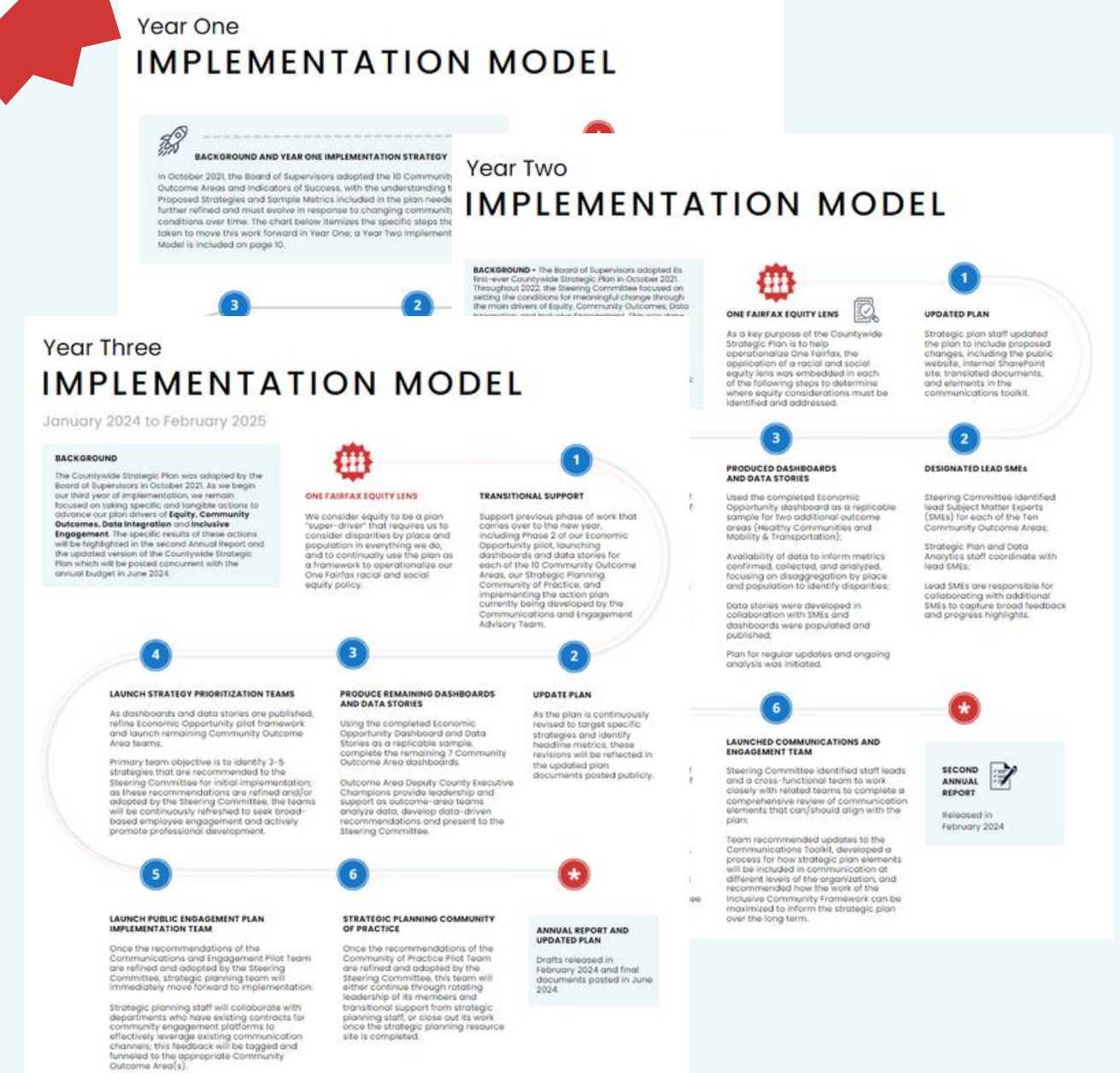


Implementation

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.





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.

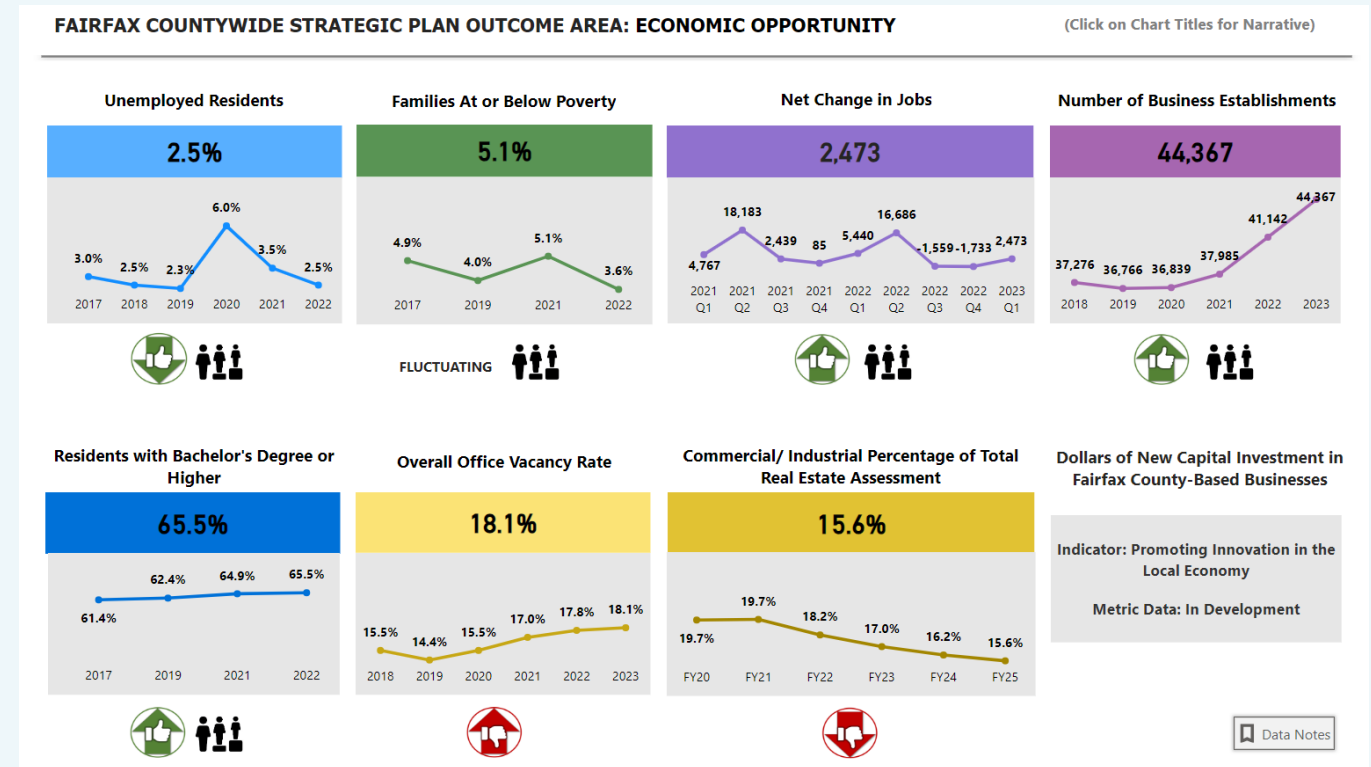
The following three dashboards were published during 2023; the remaining seven are currently in development:

- [Economic Opportunity](#)
- [Healthy Communities](#)
- [Mobility and Transportation](#)

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



SAMPLE DASHBOARD





Questions and Discussion

COX FARM, CENTREVILLE



CONTACT INFORMATION

Aimee Brobst
Division Director
Countywide Strategic Plan
Department of Management and Budget
aimee.brobst@fairfaxcounty.gov

IMPORTANT LINKS

Countywide Strategic Plan Website:
www.fairfaxcounty.gov/strategicplan

First Annual Report:
<https://bit.ly/3xOXt1O>

Second Annual Report:
<https://bit.ly/48nR5OX>

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



PLANNING & DEVELOPMENT

Policy Plan Update: Strategic Plan Overview and Outreach Discussion

March 7, 2024



Policy Plan Update

Agenda



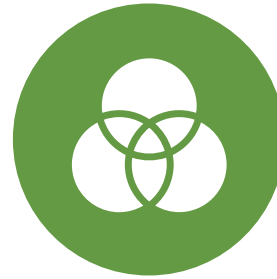
- 1 Authorization
- 2 Phase I Topics
- 3 Timeline
- 4 Project Branding
- 5 Proposed Outreach Framework
- 6 Discussion

Policy Plan Update

BOS Authorization



Update and Streamline



Align with Strategic Plan and One Fairfax



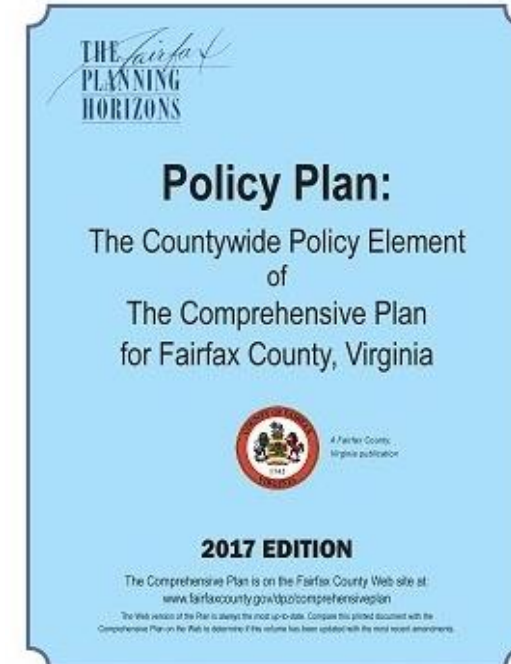
Add New Policies

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

PLAN
FORWARD



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

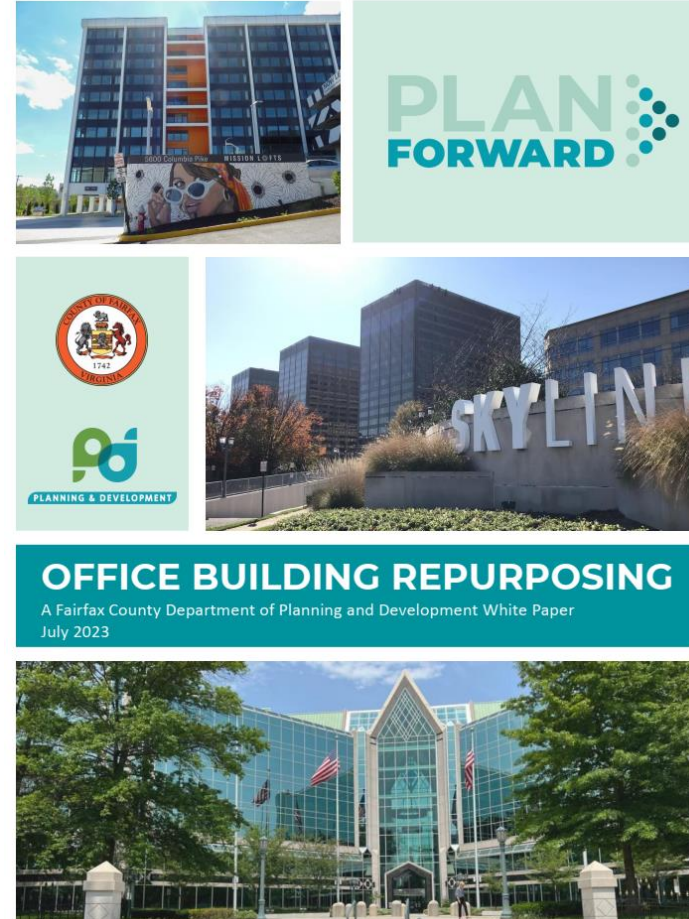


Policy Plan Update

Project Branding



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



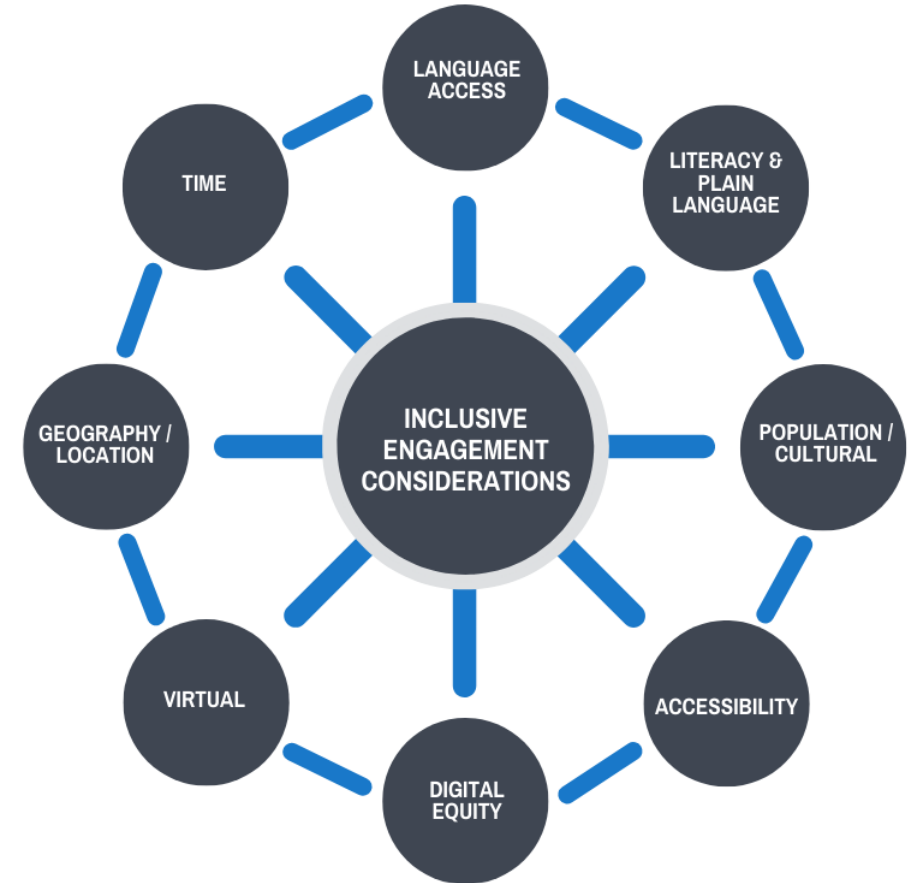
Policy Plan Update

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



Policy Plan Update: Strategic Plan Overview and Outreach Discussion

March 7, 2024