

# FAIRFAX COUNTYWIDE STRATEGIC PLAN COMMUNITY ENGAGEMENT HIGHLIGHTS

Starting in early 2019, community engagement was prioritized as a central element in the development of the Countywide Strategic Plan, using multiple tools, community locations, languages and formats to include as many people as possible, especially those who may not normally participate in a strategic planning process. While the results were truly unprecedented for a countywide strategic initiative, it is important to continue to improve and expand specific approaches that have the greatest impact. Moving forward, ongoing community input to inform the plan will be focused on the Ten Community Outcome Areas, through better coordination of existing, issue-specific community feedback mechanisms.

## COMMUNITY VOICES PROVIDING INPUT

**22,881**

**1,419** Strategic Plan  
Overview  
Video Views

**1,585** Strategic Plan  
Podcast Plays

## SURVEY LANGUAGES

**8**

English Korean  
Spanish Vietnamese  
Arabic Farsi  
Chinese Urdu

**675** Community Outcome Area  
Video Views (English,  
Spanish and Vietnamese)

**269** Virtual Event  
Attendance



## INNOVATION

Survey provided at vaccination sites using a QR code while residents were waiting the required 15 minutes after receiving their COVID-19 vaccinations

## SAMPLE OUTREACH CHANNELS

WUST Spanish Radio	Young Professional Groups
Postcards to All County ZipCodes	Channel 16
Fairfax Connector Bus Cards	Golden Gazette
Public Libraries and Schools	Social Media
WTOP "Live Reads"	Northern Virginia Community College
Multicultural Advisory Council	George Mason University
Clergy Leadership Council	Spotify Streaming
Philanthropic Organizations	PSA Movie Theater Videos
NewsCenter / Newswire / Newslink	Community and Board Newsletters
Local Businesses	Community Events and Fairs

## IN-PERSON EVENT PARTICIPATION

COMMUNITY  
CONVERSATION  
ATTENDEES

**722**

EMPLOYEE  
SESSION  
ATTENDEES

**352**

Plus 100+ additional  
employees involved in  
planning teamwork

COMMUNITY  
FOCUS GROUP  
ATTENDEES

**433**

Transportation, childcare and  
translation services were  
offered for community focus  
group participants

STAKEHOLDER  
SESSION ATTENDEES

**157**