
CALENDAR YEAR 2022 EQUITY IMPACT PLAN

ANNUAL REPORT

BACKGROUND INFORMATION

Department Name: Office of Public Affairs (OPA)

Equity Lead(s): Jeremy Lasich & Atiqah Raja

Date: 11.30.22

EQUITY IMPACT PLAN REPORT

Review your department's Equity Impact Plan for CY 2022 at [Equity Impact Plans | Topics \(fairfaxcounty.gov\)](#). Using that plan, add each goal below and describe: 1) what was done to make progress toward the goal, 2) with whom (partners), and 3) how work toward this goal was measured/evaluated and the results. If you have data for the performance measures in your CY 2022 Equity Impact Plan, report them. Add more goals as needed.

Goal 1: Provide efficient customer service in an equitable and timely manner to all members of the public, Fairfax County employees and elected officials.

Goal 1 Progress: The Customer Service Team used the Department of Information Technology's (DIT) QR code generator to create QR codes for the most frequently asked directions. QR codes are a great tool for individuals with disabilities. Once the directions are downloaded onto their device, it allows people to enlarge the text or use screen-reading software. The Customer Service Team teamed up with DIT to add an option for Spanish on the 703-FAIRFAX line, the county's main information line. Callers have the option to speak directly to a customer service representative who speaks fluent Spanish. These calls are logged and tracked in an Excel spreadsheet. We will continue to work on 2022 actions in 2023.

Goal 2: Improve engagement with the community through providing information and public records to all county residents.

Goal 2 Progress: OPA continues to provide residents with FOIA request forms in English, Chinese, Farsi, Korean, Spanish, Urdu and Vietnamese. Two members of the OPA FOIA team are bilingual in languages other than English – Spanish and Korean – and we welcome the opportunity to connect with non-English speaking members of the community. Input was sought and received from agency FOIA staff on how to better engage with all members of the community. OPA staff encouraged agencies to receive and respond to FOIAs in the manner preferred by the resident. FOIA training was provided to the public and we will continue to seek additional opportunities to provide training to the public.

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Goal 3: Provide education and resources to county website publishers that the Fairfax County website must be accessible to everyone and in compliance with the United States Access Board's 508 of the Rehabilitation Act.

Goal 3 Progress: We continue to make progress on improving website accessibility for all residents. Creating accessible web documents training was provided to 29 registrants (county staff) so far in 2022. This training will continue in 2023. The online overview course, "Why Digital Accessibility Matters," continued to be offered to all employees in 2022. This training will be updated in 2023. OPA continues to provide ongoing awareness to all website publishers about compliance reporting tools. Instead of managing a blog, we've instead created a Web Content Resource Center for all county publishers, that includes numerous resources about website accessibility. In 2023, we plan to integrate accessibility best practices, such as ALT tags, into the social media publisher training curriculum.

Goal 4: Facilitate a deeper understanding among all county employees as to why and how equity and inclusion are fundamental priorities for Fairfax County.

Goal 4 Progress: Regular information and updates on the policy and work of One Fairfax are shared via employee communications tools, such as NewsLink and FairfaxNet. This will continue in 2023 as we explore additional ways to share success stories of agencies reaching their departmentwide equity goals.

Goal 5: Update the county's Language Access Policy to reflect the current language access needs of our community.

Goal 5 Progress: This item was put on hold due to an unexpected vacancy in the language access position. A new Language Access Program Director came on board in December 2022, and work on this goal will be renewed next year.