

Confederate Names Task Force Public Engagement Sub-group

Proposed Public Outreach and Communication Strategy

October 11, 2021

Public Engagement Sub-group Membership

- Evelyn Spain, Chair
- Shirley Ginwright
- Barbara Glakas
- Jenee Lindner
- Blake Myers
- Marvin Powell
- Sue Kovach Shuman
- Jevon Walton
- Ed Wentzel



Proposed Strategy

- Public Engagement Sub-group collaborated to develop a proposed outreach and communication strategy and accompanying materials, and approved the package at its meeting on Tuesday, Oct. 7, 2021
- **Timing**
 - **Launch of strategy on Wednesday, Oct. 13, 2021**
 - Public comments accepted through Friday, Nov. 12, 2021
 - Initial feedback provided to the Task Force on Monday, Nov. 8, 2021
- **Five Ways for the Community to Provide Input**
 1. Take a Survey – online; paper copies available in libraries and District Offices
 2. Email Comments
 3. Mail comments
 4. Call Us
 5. Attend One of Four Listening Sessions

Proposed Strategy

- **Proposed Community Listening Sessions**

- Thursday, October 28, 2021, 7-8:30 p.m.**

- Providence Community Center, 3001 Vaden Dr, Fairfax, VA 22031
 - Public Transit Access: Metrobus Route 2B; After 7 p.m. Fairfax Connector Routes 630, 640, 650

- Saturday, October 30, 2021, 10–11:30 a.m.**

- Fairfax County Government Center, Board Auditorium
12000 Government Center Pkwy, Fairfax, VA 22030
 - Public Transit Access: Metrobus Routes 1C. Fairfax Connector Routes 605, 621, 623

- Monday, November 1, 2021, 7-8:30 p.m.**

- Virtual Webex

- Thursday, November 4, 2021, 7-8:30 p.m.**

- Sully District Governmental Center, 4900 Stonecroft Blvd, Chantilly, VA 20151
 - Public Transit Access: Fairfax Connector Routes 642, 640

Proposed Strategy

- **Communication Activities**

- Confederate Names Task Force Web page and link from the County's Confederate Names Topic Web page – will include an introduction to the Task Force and overview of the highways
- Direct Mail Post Card – sent to all Fairfax County residential addresses
- Media and Press Outreach – press release and proactive pitches with local media
- Social Media – Facebook, Twitter, Nextdoor, Instagram, YouTube
- Community and Business Organizations Lists Distribution

- **Communication and Outreach Toolkit**

This toolkit will include the content that can be used for newsletters, and web and social media. It will be provided to:

- Members of the Confederate Names Task Force
- Members of the Board of Supervisors
- Fairfax County Government Community Outreach Committee Staff (all County agencies)
- Fairfax County Neighborhood and Community Services (NCS)
- Fairfax County Economic Development Authority (FCEDA)
- Fairfax County Department of Economic Initiatives (DEI)

Questions? Comments?

Proposed Public Outreach and Communication Strategy

October 11, 2021

Fairfax County Confederate Names Task Force

DRAFT - Community Outreach and Communication Strategy - DRAFT

Timing of Strategy Execution

- Launch on Wednesday, Oct. 13, 2021
- Input accepted through Friday, Nov. 12, 2021

5 Ways for the Community to Provide Input

1. **Take a Survey** Online at fairfaxcounty.gov/transportation/confederate-names-task-force
(in English, Spanish, Korean, Vietnamese, Chinese, Arabic, Farsi, Urdu)
Hard copies will be available at Fairfax County libraries and District Offices
2. **Email Comments** DOTConfederateNamesTaskForce@fairfaxcounty.gov
3. **Mail Comments** Fairfax County Department of Transportation
4050 Legato Road, Suite 400, Fairfax, VA 22033
4. **Call Us** Fairfax County Department of Transportation, 703-877-5600, TTY 711
5. **Attend a Listening Session**

Thursday, October 28, 2021, 7-8:30 p.m.

- Providence Community Center, 3001 Vaden Dr, Fairfax, VA 22031
- Public Transit Access: Metrobus Route 2B; After 7 p.m. Fairfax Connector Routes 630, 640, 650

Saturday, October 30, 2021, 10–11:30 a.m.

- Fairfax County Government Center, Board Auditorium
12000 Government Center Pkwy, Fairfax, VA 22030
- Public Transit Access: Metrobus Routes 1C; Fairfax Connector Routes 605, 621, 623

Monday, November 1, 2021, 7-8:30 p.m.

- Virtual Webex

Thursday, November 4, 2021, 7-8:30 p.m.

- Sully District Governmental Center, 4900 Stonecroft Blvd, Chantilly, VA 20151
- Public Transit Access: Fairfax Connector Routes 642, 640

Fairfax County Confederate Names Task Force

DRAFT - Community Outreach and Communication Strategy - DRAFT

Communication Activities

- **Confederate Names Task Force Web page** (and link from the County's Confederate Names Topic Web page):
 - Text introduction with an accompanying video clip
 - Links to surveys in multiple languages
 - Instructions for the other ways to provide input, including listening sessions information
- **Direct Mail Postcard**
 - Mailed to all residential households in Fairfax County (*English, Spanish and Korean*)
 - Directs people to the various ways to provide input
- **Media/Press Outreach**
 - Fairfax County Office of Public Affairs NewsCenter article
 - Fairfax County Department of Transportation media list distribution
 - Targeted pitches to local reporters
- **Social Media**
 - Facebook, Twitter, NexDoor, Instagram, YouTube
- **Community and Business Organization Lists**
 - One Fairfax Community Assets List (100+ organizations)
 - Fairfax County Commuter Services Outreach List (1,600+ employers)

Communications and Outreach Toolkit

A Communication and Outreach Toolkit will be made available on Wednesday, Oct. 13, 2021, for community and partner agencies to use to promote the various public input options. This toolkit will include the content described above that can be used for newsletters, web and social media, and will be provided to:

- Members of the Confederate Names Task Force
- Members of the Board of Supervisors
- Fairfax County Government Community Outreach Committee Staff (all County agencies)
- Fairfax County Neighborhood and Community Services (NCS)
- Fairfax County Economic Development Authority (FCEDA)
- Fairfax County Department of Economic Initiatives (DEI)

Fairfax County Confederate Names Task Force Overview

In July, the Fairfax County Board of Supervisors established the Confederate Names Task Force (CNTF) to review the names of Lee Highway (U.S. Route 29) and Lee-Jackson Memorial Highway (U.S. Route 50), and to make recommendations to the Board on, (a) whether to change the names of one or both roadways; and b) if such a recommendation is made, provide recommendations on proposed alternative names. Both highways were named or renamed for Confederate Generals between 1919-1922. Some community member concerns about the appropriateness of these names prompted the Board of Supervisors to establish the CNTF to review the issue. The work of the Task Force will be concluded by the end of 2021. Final decisions on the roadway names be made by the Board. Provided below are brief overviews of each highway and the basis for their names. You can learn more about the Fairfax County Confederate Names Task Force at <https://www.fairfaxcounty.gov/transportation/confederate-names-task-force>

Highway Overviews

Lee Highway (U.S. Route 29) in Fairfax County

- The highway sections under consideration consists of 14.11 miles of US 29 in Fairfax County in two sections (split by the “Lee Highway-Fairfax Boulevard” combined section within the City of Fairfax)
- Lee Highway, named for Robert E. Lee in 1919, was one of more than 100 named “auto trails” and coast-to-coast routes that linked existing roadways and were established and named at the dawn of the automobile age.
- Lee Highway was designed to traverse southern states between Washington DC and San Diego and Lincoln Highway was established to traverse northern states between New York and San Francisco
- In Virginia Lee Highway includes sections of US 29, US 211 and US 11 to Chattanooga, TN where the highway continues west to San Diego
- Much of the original highway transiting southern states is still known by the name “Lee Highway”, some other jurisdictions in Virginia have announced changes to the name.

Lee-Jackson Memorial Highway (U.S. Route 50) in Fairfax County

- The highway section under consideration consists of 8.43 miles of US 50 from the City of Fairfax through western Fairfax County (US 50 is named Fairfax Boulevard within the City of Fairfax and is named Arlington Boulevard in eastern Fairfax County)
- From the City of Fairfax to Aldie (Loudoun County) US 50 follows the original roadbed of the Little River Turnpike, originally a private “macadamized” toll road built between 1801 and 1806 from Alexandria to Aldie - it became a public road in 1896, named Little River Turnpike.
- Lee-Jackson Memorial Highway was named for Robert E. Lee and Thomas “Stonewall” Jackson in 1922.
- Many Civil War battles and skirmishes were fought at locations along or near the Little River Turnpike in Fairfax County – including Jackson’s flank march east down the Little River Turnpike after the 2nd Battle of Manassas and the ensuing Battle of Ox Hill. This battle, fought on September 1, 1862, near West Ox Road and the Little River Turnpike, pitted Lee’s and Jackson’s forces of the Army of Northern Virginia against elements of three divisions of the US IX and III Corps.

DRAFT - Confederate Names Task Force Community Input Survey

1. What is your home or business zip code? (Answer required)
 - Fill In response
2. Is your current home or business located on Route 29 (Lee Highway) or Route 50 (Lee-Jackson Memorial Highway)? (Answer required)
 - Yes
 - No
3. What is the nearest intersection to your home or business location in Fairfax County? (Answer required)
 - Fill in response

Route 29 – Lee Highway

4. Currently the section of Route 29 in Fairfax County is named Lee Highway. Which statement describes your opinion on the future of the street name:
 - The name should remain Lee Highway
 - The name should be changed
 - Other (with fill in option)
5. If you answered that the name should be changed, what alternative name would you suggest:
 - Fill in response (up to 5 answer blocks)
6. Please provide any other comments on the possible renaming of Route 29 for the Confederate Task Force recommendation:
 - Fill in response
7. What is the level of impact of keeping the current name of Route 29 on you or your community?
 - Low
 - Moderate
 - High
8. In what way would keeping the current name impact you or your community?
 - Fill in response
9. What is the level of impact of changing the name of Route 29 on you or your community?
 - Low
 - Moderate
 - High
10. In what way would changing the name impact you or your community?
 - Fill in response

DRAFT - Confederate Names Task Force Community Input Survey

Route 50 – Lee-Jackson Memorial Highway

11. Currently the section of Route 50 in Fairfax County is named Lee-Jackson Memorial Highway. Which statement describes your opinion on the future of the street name:
 - The name should remain Lee-Jackson Memorial Highway
 - The name should be changed
 - Other (with fill in option)

12. If you answered that the name should be changed, what alternative name would you suggest:
 - Fill in response (up to 5 answer blocks)

13. Please provide any other comments on the possible renaming of Route 50 for the Confederate Task Force recommendation:
 - Fill in response

14. What is the level of impact of keeping the current name of Route 50 on you or your community?
 - Low
 - Moderate
 - High

15. In what way would keeping the current name impact you or your community?
 - Fill in response

16. What is the level of impact of changing the name of Route 50 on you or your community?
 - Low
 - Moderate
 - High

17. In what way would changing the name impact you or your community?
 - Fill in response



Should Lee Highway (Route 29) and Lee-Jackson Memorial Highway (Route 50) in Fairfax County be renamed?

¿Deben renombrarse Lee Highway (Ruta 29) y Lee-Jackson Memorial Highway (Ruta 50) en el Condado de Fairfax?



Fairfax 카운티의 Lee Highway (29번 국도)와 Lee-Jackson Memorial Highway (50번 국도)의 이름을 변경해야 합니까?



We want to hear from you!
¡Queremos saber de usted!
우리는 당신의 의견을 듣고 싶습니다!

The Fairfax County Confederate Names Task Force is seeking the public's feedback on whether Lee Highway (Route 29) and Lee-Jackson Memorial Highway (Route 50) in Fairfax County should be renamed:

- ▶ Fill out the online survey at fairfaxcounty.gov/transportation/confederate-names-task-force
- ▶ Email comments to DOTConfederateNamesTaskForce@fairfaxcounty.gov
- ▶ Mail comments to Fairfax County Department of Transportation, 4050 Legato Road, Suite 400, Fairfax, VA 22033.
- ▶ Call us at 703-877-5600, TTY 711.

Public input will be accepted until November 12, 2021

El Grupo de Trabajo de Nombres Confederados del Condado de Fairfax está buscando comentarios del público sobre si Lee Highway (Ruta 29) y Lee-Jackson Memorial Highway (Ruta 50) en el Condado de Fairfax deben ser renombradas.

- ▶ Complete la encuesta en línea en fairfaxcounty.gov/transportation/confederate-names-task-force
- ▶ Envíe comentarios por email a DOTConfederateNamesTaskForce@fairfaxcounty.gov
- ▶ Envíe comentarios por correo a Fairfax County Department of Transportation, 4050 Legato Road, Suite 400, Fairfax, VA 22033
- ▶ Llámenos al 703-877-5600, TTY 711

El aporte público se aceptará hasta el 12 de noviembre de 2021

Fairfax 카운티 남북 연합 이름 태스크 포스는 Fairfax 카운티의 Lee Highway (29번 국도)와 Lee-Jackson Memorial Highway (50번 국도)의 이름을 변경해야 하는지에 대한 대중의 의견을 구하고 있습니다.:

- ▶ 에서 온라인 설문 조사를 작성하십시오. fairfaxcounty.gov/transportation/confederate-names-task-force
- ▶ 의견을 이메일로 보내기 DOTConfederateNamesTaskForce@fairfaxcounty.gov
- ▶ 의견 보내기 Fairfax County Department of Transportation, 4050 Legato Road, Suite 400, Fairfax, VA 22033.
- ▶ 전화 703-877-5600, TTY 711.

공개 의견은 2021년 11월 12일까지 허용됩니다.

Fairfax County Department of Transportation (FCDOT) ensures nondiscrimination in all programs and activities in accordance with Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act (ADA). To request this information in an alternate format, contact FCDOT at 703-877-5600, TTY 711.

Fairfax County Department of Transportation
4050 Legato Road, Suite 400
Fairfax, VA 22033

PRSR STD
U.S. POSTAGE
PAID
PERMIT 722
MERRIFIELD VA

*****ECRWSSDDM****

RESIDENTIAL CUSTOMER



Visit the Task Force web page now.

Visite la página web del Grupo de Trabajo ahora.

지금 태스크포스 웹페이지를 방문하십시오.