



# Public Input Overview

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# ENGAGE

**FAIRFAX COUNTY**

**One County. Many Voices. Shaping Our Future.**



# Key Reasons to Enhance Engagement Efforts

**Provide historically overlooked voices a seat at the table.**

**Amid a pandemic, government requires new engagement approaches.**

**Engagement is more than a survey; requires building long-term relationships.**

**Better outcomes for residents and stakeholders.**

**Greater ownership in community decisions.**

# Aligning Efforts



## From One Fairfax Policy:

“To foster civil discourse and dialogue, community engagement shall ensure that the breadth of interests, ideas, and values of all people are heard and considered. Outreach and public participation processes will be inclusive of diverse races, cultures, ages and other social statuses.

Effective listening, transparency, flexibility and adaptability will be utilized to overcome barriers that prevent or limit participation in public processes.”





# Benefits of a Consistent Approach to Engagement

Framework provides a direction for improving our current community engagement practices. It enables departments to continue effective strategies while integrating inclusive community engagement concepts to expand and deepen participation.

**Ensures stakeholders have fair and equal access regardless of the host department.**

**Raises awareness and collaboration among departments so we avoid duplicative or dueling engagement – more coordination.**

**Supports engagement through countywide, centralized functions to provide guidance, tools, networks, data analysis and more capacity.**



# 6 Themes From Root Cause Analysis

**We conducted a thorough analysis to help to identify why we have inequitable outcomes.**



- 1.) Longstanding cultures within agencies where community engagement efforts are designed to benefit the government and not the community.
- 2.) Structured in a way that makes it difficult for agencies to share engagement resources.
- 3.) There is sometimes fear and distrust in the community due to historical, structural, and institutional racism. Some people in our communities are dealing with past traumas that make them distrustful of government or are hesitant to engage with government.



# 6 Themes From Root Cause Analysis

We conducted a thorough analysis to help to identify why we have inequitable outcomes.



4.) There is no standardized countywide training for employees on community engagement: its importance, best practices, the diverse communities we serve, etc.

5.) As a government, we sometimes do not collect or use data about our communities effectively and we sometimes do not share our data with other county agencies or with the community.

6.) We do not have a clear vision or consistent process for equitable community outreach and engagement.



# Core Principles of Fairfax County Engagement

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- 1. PRIORITIZE EQUITY** – In prioritizing equity, it is critical that we acknowledge intentional and unintentional inequities as we move toward a more inclusive engagement process.
- 2. ESTABLISH AND MAINTAIN TRUST** – Work with communities in an honest and transparent manner, considering and respecting history, culture and trauma.
- 3. DEVELOP DATA-DRIVEN PROCESSES** – Equip staff and residents to utilize data to inform all aspects of the engagement process.
- 4. ESTABLISH CLEAR EXPECTATIONS** – Develop clear and transparent processes to achieve expected outcomes for the community. Identify appropriate roles and responsibilities.
- 5. ENABLE ENGAGED COMMUNICATIONS** – Communicate clearly and openly for meaningful public input, broad community participation, and engagement in the decision-making process.
- 6. PROMOTE AND CREATE ACCESSIBLE GOVERNMENT** – Collaborate with the community to ensure public engagement processes are broadly accessible to all members of the public to promote meaningful participation.



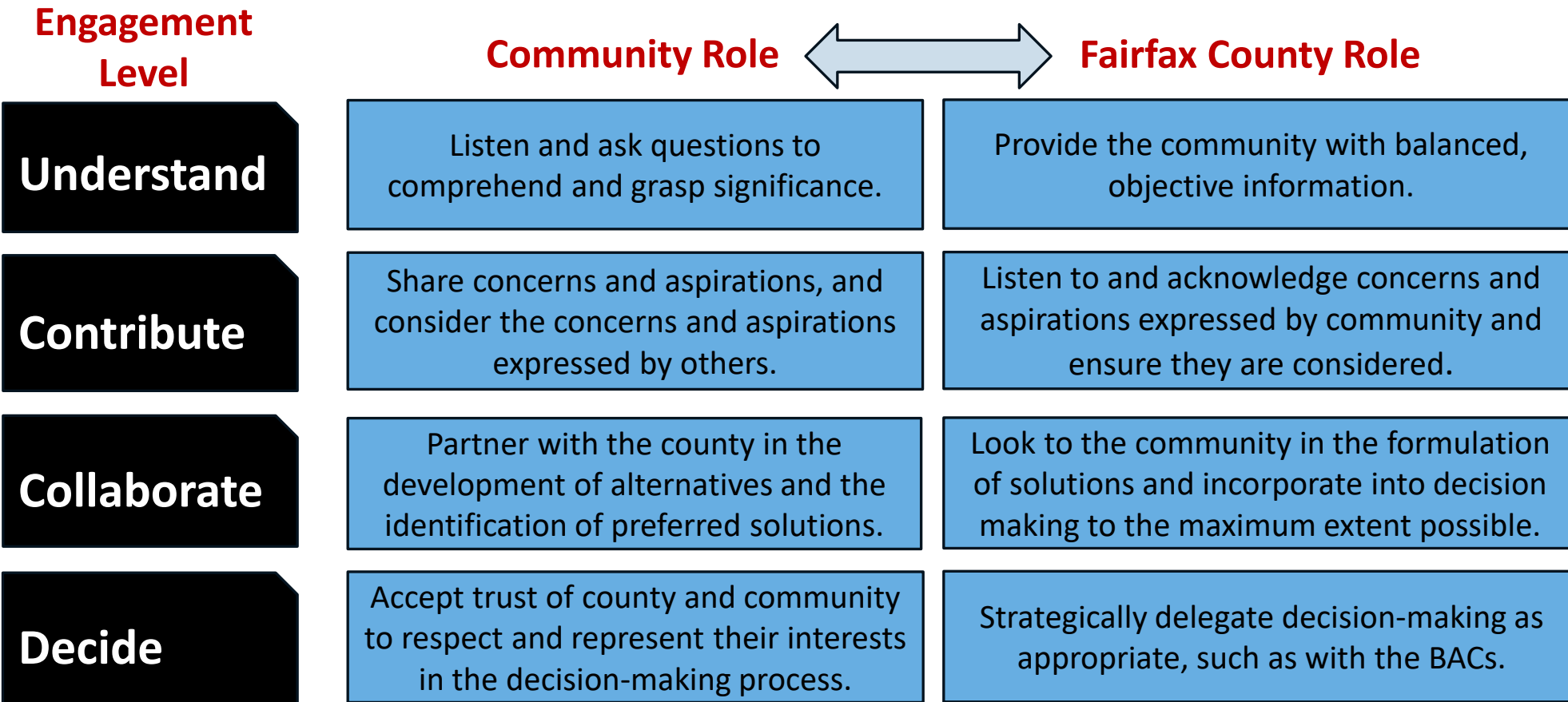
# Fairfax County Community Engagement Spectrum

CORE PRINCIPLES: Equitable Trusted Data-Driven Meaningful Transparent Accessible

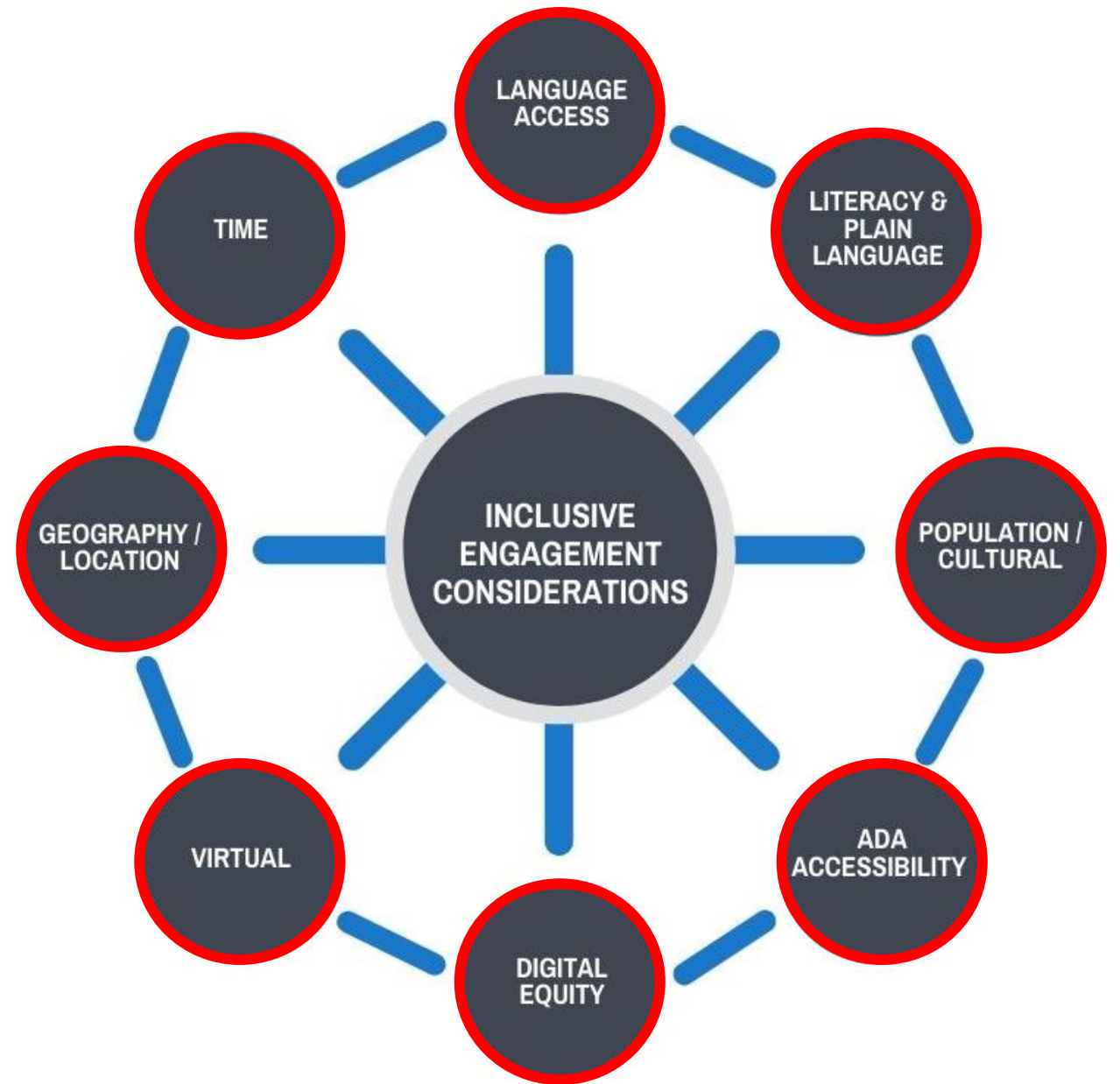
**Engage**

The county's commitment to the community is to be clear about the level of engagement expected for decisions.

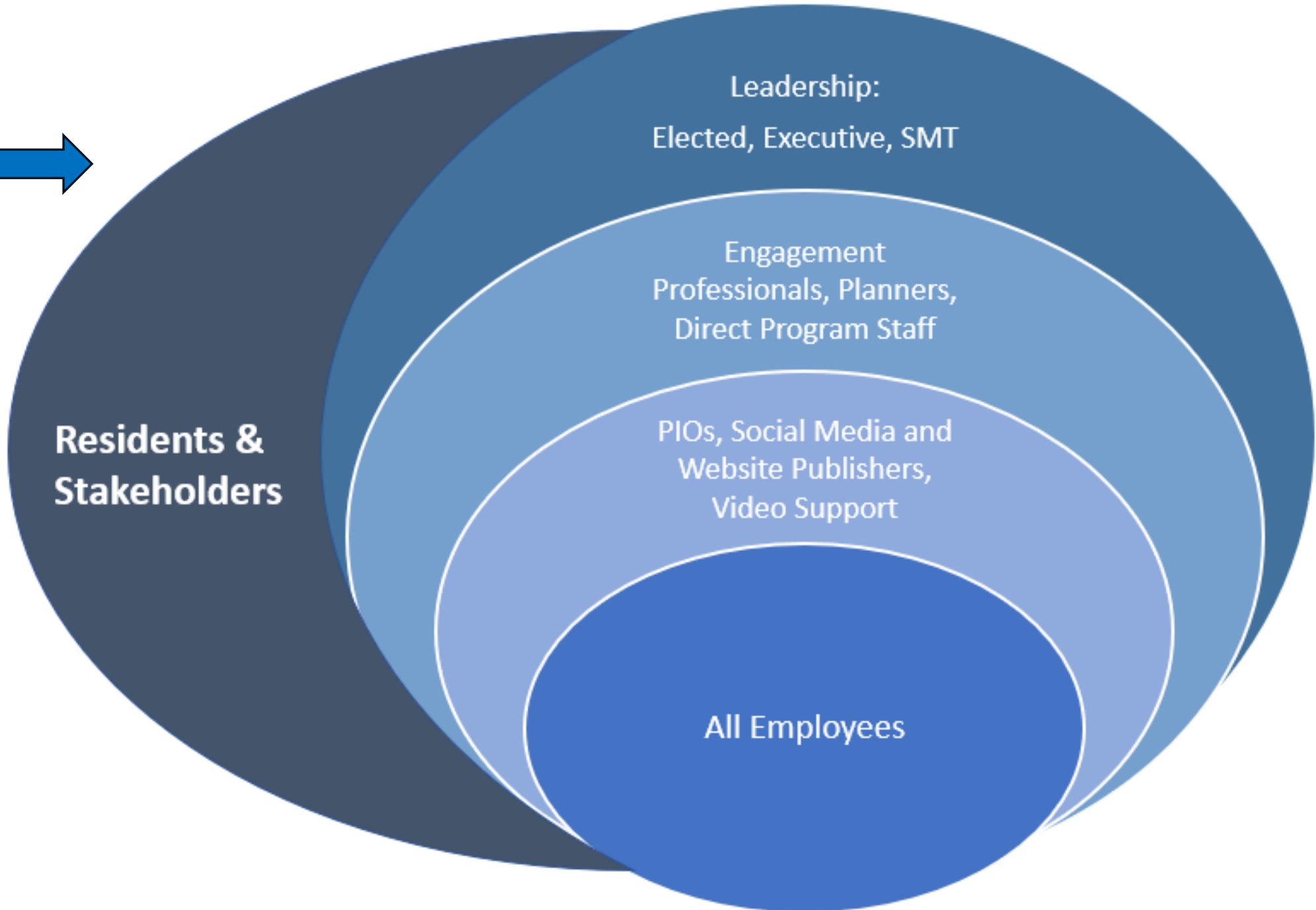
Various relationships, capacity building, community outreach, communications and marketing happen constantly and concurrently to support the engagement levels noted to the right.



# Inclusive Engagement Considerations



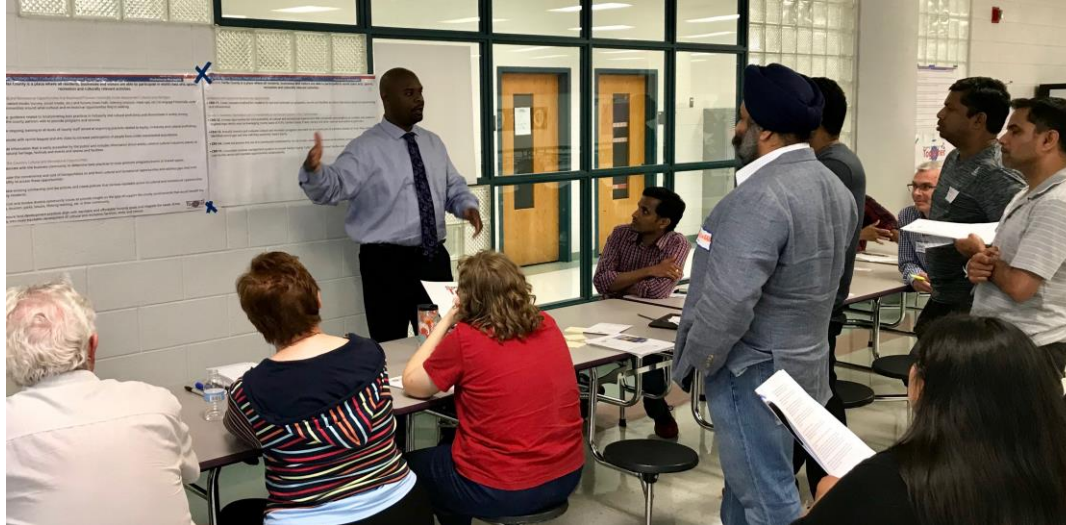
We all have a role to play in promoting more inclusive community engagement.







# Evolution of Engagement



Welcome > Participation > Timeline > **Criteria** > Anything Else? > Thank you!

Which of the following changes to the nomination criteria could result in clearer, more understandable, and better-developed nominations? Multiple options may be selected.

<input type="checkbox"/> Require the written consent of the owner of the nominated property.	<input type="checkbox"/> Require a concept plan drawing that illustrates the proposed land use and site layout.
<input type="checkbox"/> Require community engagement before a nomination is submitted so that the community is more familiar with and can participate in the process in a more informed manner.	<input type="checkbox"/> Require a concurrent rezoning application or the commitment to submit one if an item moves forward to an actual amendment to the Comprehensive Plan so that the community has an additional level of detail and understanding of commitments to the proposed development as the amendment is reviewed.
<input type="checkbox"/> Require a fee to submit a nomination to amend the comprehensive plan.	<input type="checkbox"/> Other
<input type="checkbox"/> Keep the existing criteria only.	

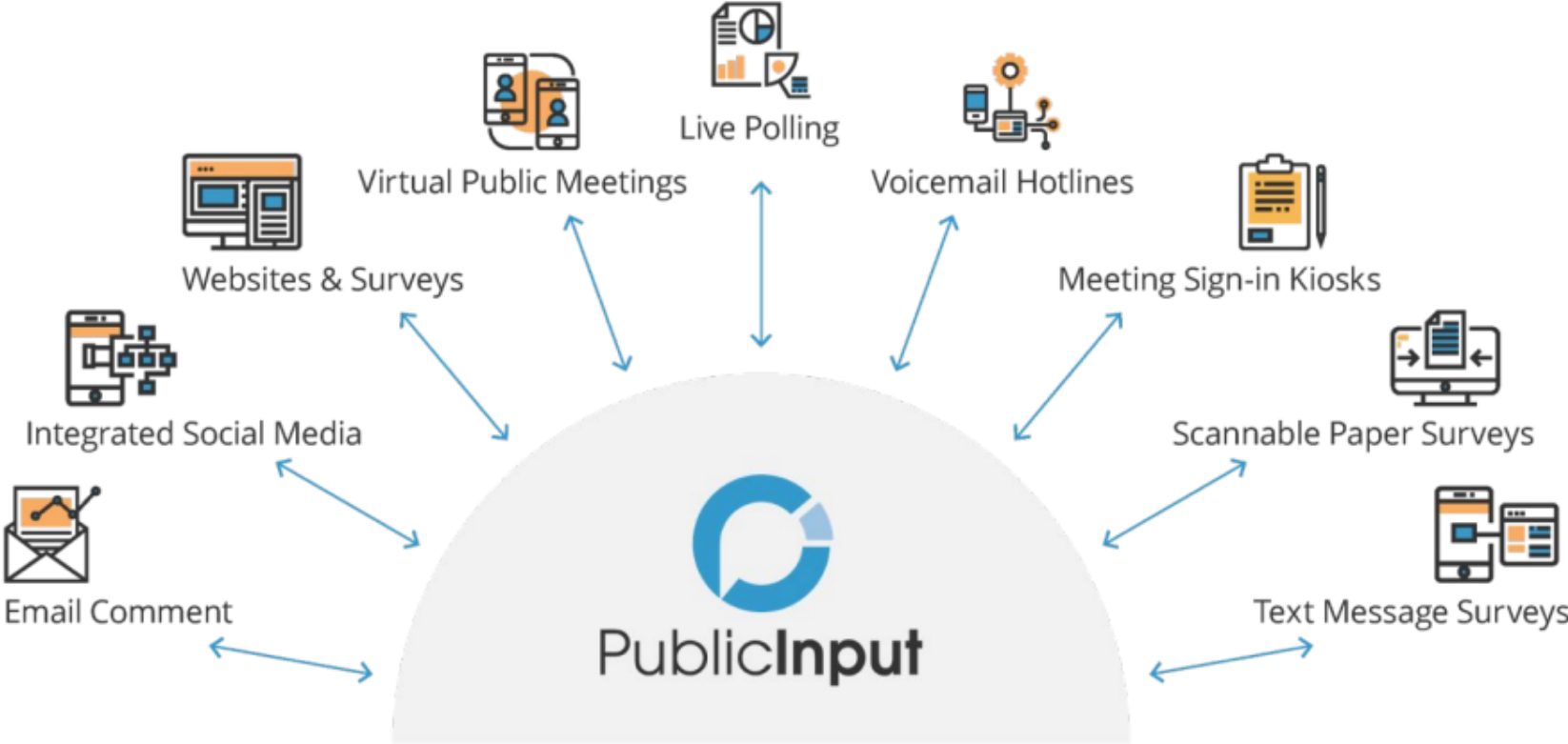


# Unified Engagement Platform





# Public Input Basics





# Main Parts of Public Input

## PUBLIC | ENGAGEMENT HUB

**Public | Surveys** that go beyond standard survey toolkits, collecting multi-dimensional input with instant online publishing, built in reports and analysis, and even SMS text message surveys.

**Public | Comments**, the industry's most comprehensive comment management platform, with dozens of feedback formats to choose from and designed to ensure compliance.

**Public | Meetings** that help public organizations provide more flexible engagement options for public meetings, public hearings, councils, boards, and commissions by allowing in-person, virtual and hybrid meetings to take place with one solution.

## PUBLIC | CONTACT

**Engage your residents across online and offline channels, beyond web and email.**

- SMS Text Message notification
- Social Media Posting / Sync

**Create emails using templates, responsive designs and a WYSIWYG editor — with no technical assistance.**

- Mass Email Campaign Builder
- Drag and Drop Email formatting
- A/B Testing

**Guarantee that you are communicating with the right residents, at the right time.**

- Geo-enabled Segmentation
- Automated Response settings
- Custom Sending Domains

## PUBLIC | MEETINGS

**Keep equity, access, and record-keeping at the forefront for every public meeting by:**

- Allowing the public to participate from outside your video conference, so that your meetings are always equitable and secure.
- Offering real-time, multilingual closed captions for livestreamed public meetings supporting over 108 languages.
- Ensuring legal compliance by offering numerous participation formats, like phone lines, live streams, and texts.

**Put more resources towards a quality public engagement experience for residents by:**

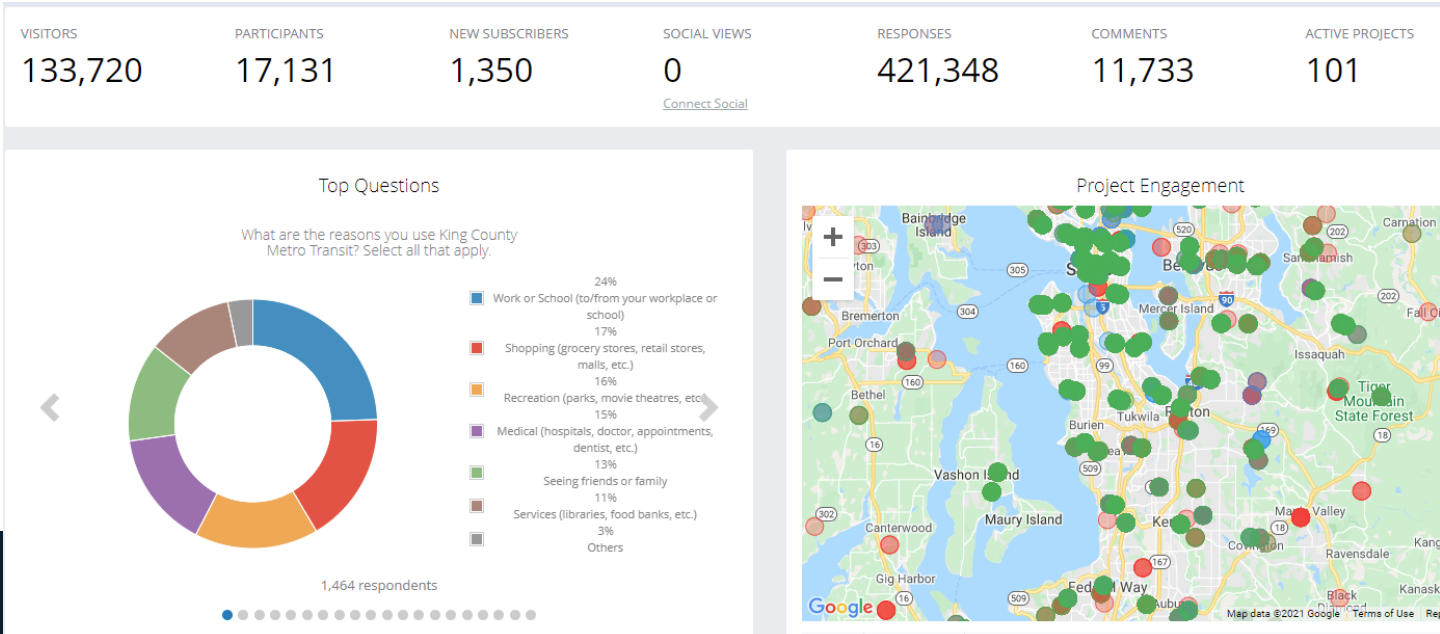
- Cut costs with auto transcription and comment management directly within the meeting dashboard.
- Permanently store meeting history and participant information in the dashboard, synchronized with all other public engagement in your community.





# Public Input / Fairfax County Basics

- Will become the standard online engagement platform for most county efforts.
- Multiple ways to collect input into an engagement project.
- Languages supported in various ways.
- Unlimited seats for your department, including for consultants as needed.
- Provide countywide and departmental engagement data to note trends, gaps, inequities.



# King County Engagement Hub

Welcome! Our King County Engagement Hub is where you can help shape the future of your community. We invite your comments, feedback and ideas on important initiatives.

# Engage Raleigh

The City of Raleigh engagement hub is the online home for outreach and listening efforts to shape the future of our community. Here you can find upcoming events, initiatives, and opportunities to share your input on key topics.

# Virginia Beach Engagement Hub

The Virginia Beach engagement hub is the online home for outreach and listening efforts to shape the future of our community. Here you can find upcoming events, initiatives, and opportunities to share your input on key topics.

313K

VIEWS

47K

PARTICIPANTS

1027K

RESPONSES

577K

RESPONSES

63K

COMMENTS

747

TOPICS

61K

PARTICIPANTS

53K

COMMENTS

## Skyway-West Hill Subarea Plan - Public Review Draft (Comment Period Open Through Sunday, Dec. 19)

The tabs and slider below summarize the chapters of the Public Review Draft of the Skyway-West Hill Subarea Plan and Land Use and Zoning Map Amendments and provide space for comment. For the full...

🔍 68 🗨️ 94

Participate



## King County Youth Bill of Rights

The King County Youth Bill of Rights will identify the wants and needs of children and youth, and guide leaders as they make decisions that affect the health, happiness, and hopes of young people in our...

Participate

Search projects...

Search

Search by category

## North Highline Subarea Plan - Public Review Draft (Comment Period Sept. 30 to Dec. 19; extended from Nov. 28)

The tabs and slider below summarize the chapters of the Public Review Draft of the North Highline Subarea Plan and Land Use and Zoning Map Amendments and provide space for comment. For...

🔍 63 🗨️ 136

Participate

### Get updates

Via email

Your email

AND | OR

Text message

Your phone number

### Featured Projects



## City Council Terms and Compensation

Raleigh is seeking feedback on the recommendations to change how the City elects and compensates the Mayor and City Council. You are encouraged to tell us your thoughts on...

🔍 758 🗨️ 179

Participate



## Dix Park Plaza & Play

After many years of planning, the City of Raleigh has the extraordinary opportunity to make Dorothea Dix Park one of the most spectacular public spaces in the country. The Plaza & Play is the...

🔍 329 🗨️ 1,119

Participate

Search projects...

Search

Search by category

### Past Projects



## Citizen Review Panel Authority

City Council appointed a citizen task force to provide it with recommendations on five topics (below) related to civilian oversight of law enforcement personnel. The task force has conducted two public...

🔍 1,992 🗨️ 14

View Results



## Virginia Beach History Museums Interpretive Plan Survey

History Associates Incorporated (HAI) and the City of Virginia Beach are working with stakeholders and the public to develop an interpretive plan of the Lynnhaven, Thoroughgood, and Francis Land Houses...

🔍 247 🗨️ 945

View Results



## Flood Protection Program Survey

The City is seeking feedback on citizens' knowledge and opinions of the City's flood protection initiatives. Your input is important in helping the City understand your concerns about the impacts...

### Get updates

Via email

Your email

AND |

Text message

Your phone number



# Unified / Verified Branding

**FAIRFAX COUNTY**  
VIRGINIA

**Inclusive Community  
Engagement Capacity  
and Needs Assessment**

**ENGAGE**  
FAIRFAX COUNTY  
One County. Many Voices. Shaping Our Future.  
[engage.fairfaxcounty.gov](http://engage.fairfaxcounty.gov)

**FAIRFAX COUNTY**  
VIRGINIA

*Active* **FAIRFAX TRANSPORTATION PLAN**

**ENGAGE**  
FAIRFAX COUNTY  
One County. Many Voices. Shaping Our Future.  
[engage.fairfaxcounty.gov](http://engage.fairfaxcounty.gov)

**FAIRFAX COUNTY**  
VIRGINIA

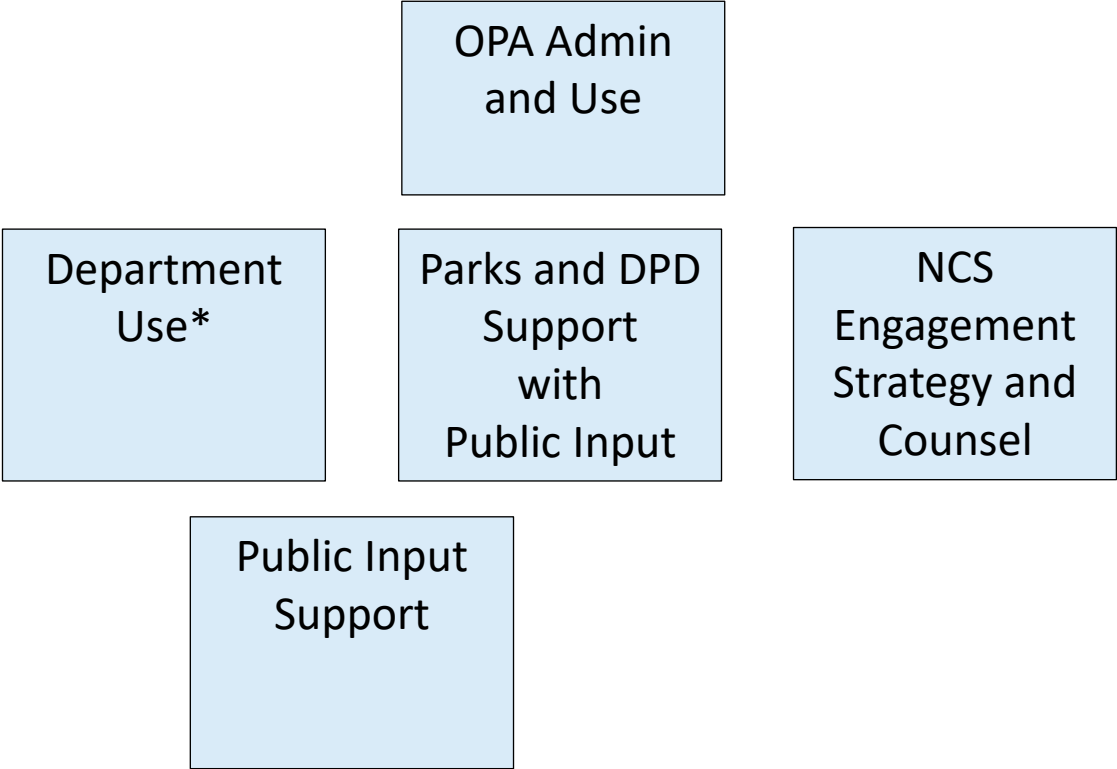
**Parking**   
**Reimagined**

**ENGAGE**  
FAIRFAX COUNTY  
One County. Many Voices. Shaping Our Future.  
[engage.fairfaxcounty.gov](http://engage.fairfaxcounty.gov)



# Countywide Staffing for Public Input

**Engage Fairfax Team – Countywide Engagement Coordination**





# Planning & Development Use

Parking Reimagined Town Hall Mount Vernon District

Gregory.Licamele@fairfaxcounty.gov

## DEC 16 Parking Reimagined Town Hall Mount Vernon District

16 Thu, Dec 16 6:45 PM Add to calendar

Participate by phone: [855-925-2801](tel:855-925-2801) Meeting code: 3801 Info

Email [FB8888@PublicInput.com](mailto:FB8888@PublicInput.com)

Fairfax County is embarking on a new initiative, called [Parking Reimagined](#), to review and update regulations for off-street parking and loading. While some changes to off-street parking and loading regulations have occurred over the years, overall rates and regulations have not been comprehensively reviewed since 1988. The Parking Reimagined project aims to create modernized parking and loading requirements for current and future land uses.

To kick off the project, Fairfax County will engage with each District Supervisor's office between November 22 and December 16, 2021. Please submit them in the comment box below or by email at [DPDLSParkingAmendment@fairfaxcounty.gov](mailto:DPDLSParkingAmendment@fairfaxcounty.gov).

## Parking Reimagined Town Hall Providence District

November 22, 2021 6:18 PM - 8:00 PM

0:00 / 1:41:49

Speaker 6 - 7:39:03 PM

Donna Jacobson has a question about shared parking and I can give a hopefully brief description of how that works. Typically shared parking, there are a couple of different circumstances where shared parking can occur. One which was described a little bit in the presentation is where you have a single site that has a number of different uses on the site. And if you have a mix of uses such as office, residential entertainment, restaurants, retail, that sort of thing, each one of those uses has a general peak demand for parking. So typically an office would have a peak demand of parking. In the middle of the day, a residential would have a peak demand of parking at late at night, and then the entertainment and retail options also have different peaks that don't necessarily coincide with office and residential. So when you look at that site holistically, you can begin to decipher when these various uses have their peak demand and their lowest demand and begin to design the parking for the site.

Welcome to the meeting.  
Press 1 to listen to the meeting.  
Press 2 to leave a voice comment.  
Press 3 to be added to the speaker queue.

3

You've requested to speak and are 1st in the speaker queue.  
You will hear a voice prompt when it is your turn.  
Press star 4 to cancel.





# Parks Use

## FCPA Dog Park Survey

View Live Site

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS	SOCIAL VIEWS
6,929	4,659 <a href="#">Details</a>	99,499	5,080	1,284	0

- Page & Survey
- Email
- Text
- Phone
- Social
- Meetings & Offline
- Comments**
- Subscribers
- Participants
- Results & Data
- Settings

Are there issues at this dog park that concern you? (Select all that apply or select 'None' if no issues concern you) (164)

Progress bar: 100% complete

Smart Cloud

Tag Cloud

Smart Keywords

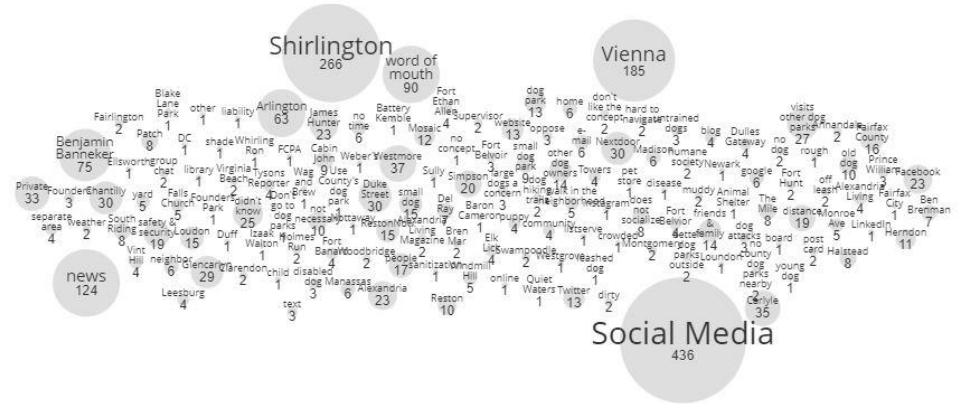
What is the one thing we could do to most improve this dog park? (1520)

Progress bar: 100% complete

Which of the following are reasons why you don't use Park Authority dog parks? (Select all that apply) (127)

Progress bar: 100% complete

Please list any other dog parks you have visited in or near Fairfax County besides those run by Fairfax County Park Authority. (1050)





# Parks Use

Of the Park Authority dog parks you have visited in the past 12 months, which **one** do you visit **most** often? (Select one)



2,438 respondents

- 22% **Baron Cameron Park**
- 17% **South Run District Park**
- 13% **Mason District Park**
- 11% **Rock Hill District Park**
- 9% **Blake Lane Park**
- 8% **Westgrove Park**
- 8% **Monticello Park**
- 5% **Grist Mill Park**
- 4% **Chandon Park**
- 3% **Others**

The next few questions are about the Park Authority dog park you visit most often

Step 1 × Step 2 × Step 3 × Step 4 × Step 5 × Step 6 × Step 7 × Step 8 × Step 9 × Step 10 × Step 11 × +

⊕ Add Question ⊖ Add Content Add Other ▾

⌂ Refresh Layout 📄 Add Sidebar ⚙ Edit All

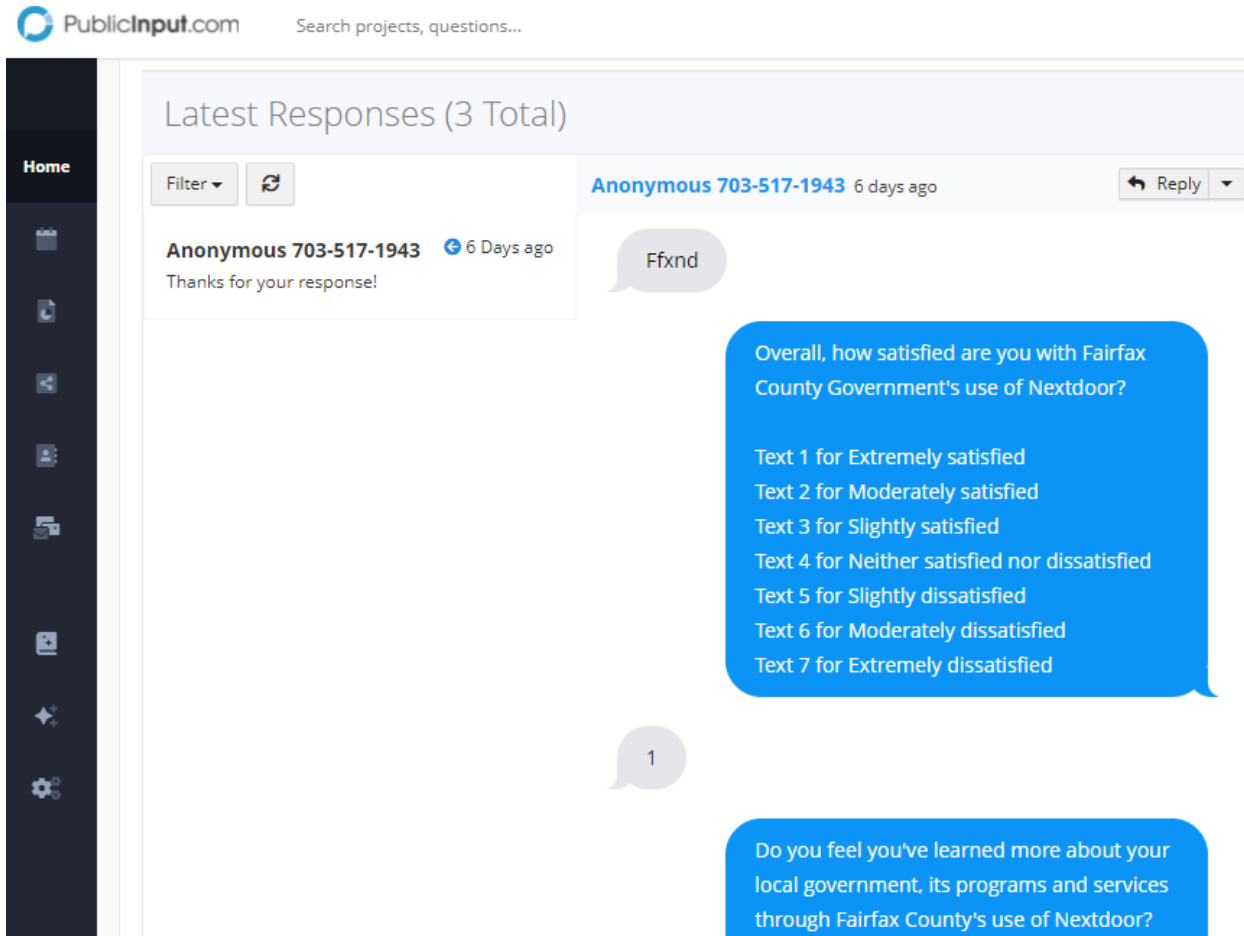
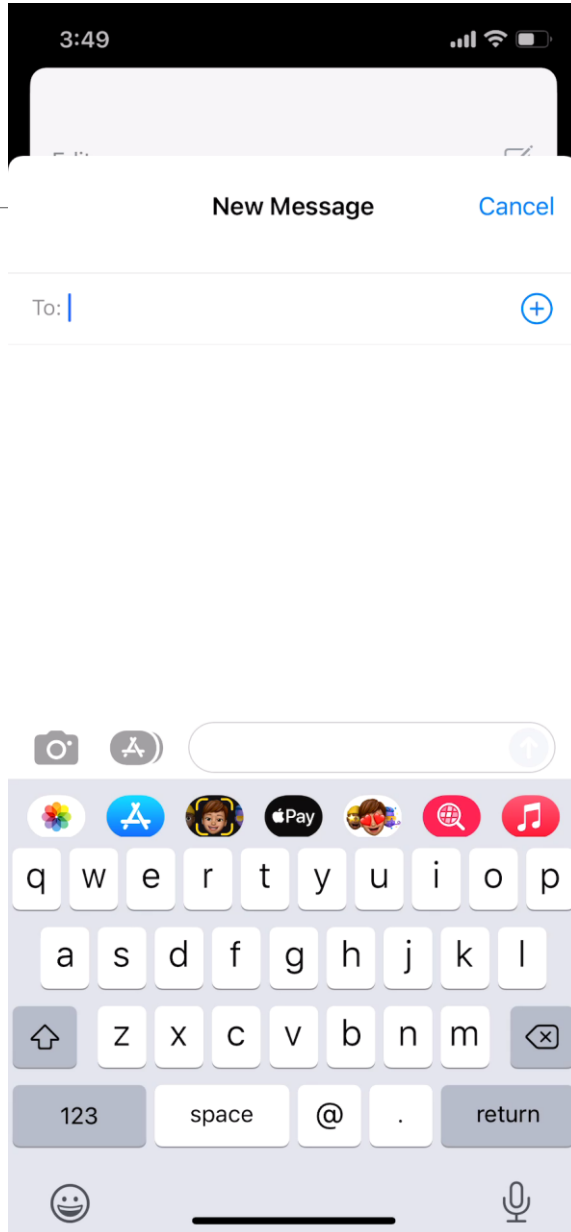
⌵ EDIT ⚙ 📄 🔄

How important are each of these features when deciding whether to take your dog to a new dog park?

	Not Important	Somewhat Important	Very Important
Benches	14%	46%	40%
Shade	4%	30%	66%
Landscaping, plantings	34%	46%	21%
Separate small dog area	26%	32%	42%
Parking	4%	32%	64%
Grass surface	14%	40%	46%
Drinking fountain for dogs and people	7%	29%	64%
Varied terrain	34%	48%	18%
Water play feature	55%	34%	11%
Agility/play features for dogs	38%	45%	17%
Restrooms	36%	41%	23%
Pet waste bag stations	4%	14%	82%
Trash cans	2%	10%	89%
Room for my dog to run	1%	6%	93%

🗨

# OPA Use







# Next Steps

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- **Public Input Training**
  - At least four or five one-hour sessions, with the most intense training around public meetings
- **Identify Your Staffing**
- **Choose One Project for a Public Input Pilot**
- **Continue to Integrate with Inclusive Community Engagement Framework**  
(more details coming)

