



Economic Success Plan in 2018

Update

Eta Davis, Economic Initiatives Coordinator

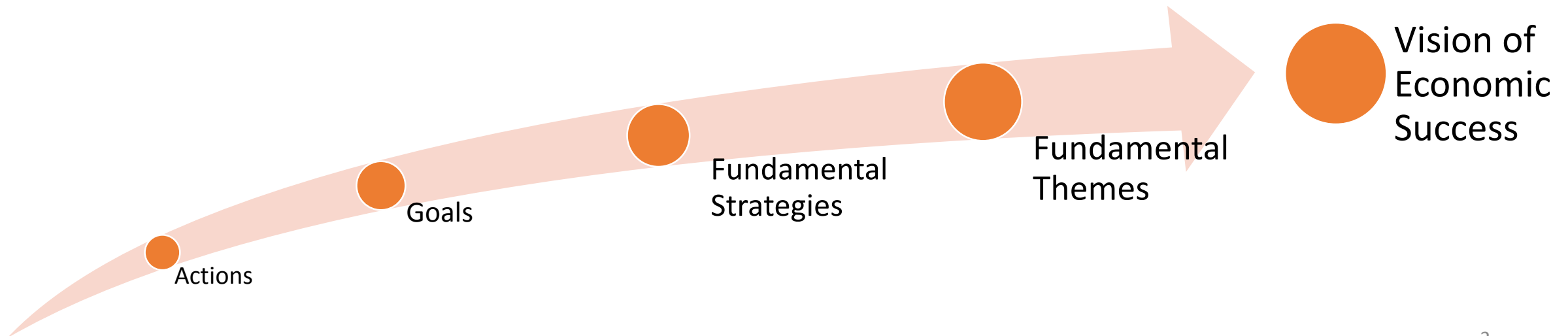
01/16/2018



Economic Success Strategic Plan (ESSP) Overview

Vision of Economic Success

“... No community has a preordained right to prosperity. Prosperity can only be achieved and sustained when a community's citizens, businesses and government work in concert for everyone's benefit... Our vision is a community where businesses, residents, and employees of a variety of ages, abilities, and experiences want to live, work, play, learn, and thrive...”



Fundamental Themes

Fundamental Strategies

People – *We will be a magnet for the best prepared and best educated workforce in the county.....*

Prepare, attract & retain a skilled innovative, and competitive workforce. Have available and affordable housing. Support cultural and recreational opportunities. Embrace a diverse population. Sustain & support world-class public schools.

Places – *We will focus on building sustainable, healthy places, and creating destinations of choice.....*

Policies that support quality physical and environmental infrastructure. Focus on optimal mobility and regional connectivity. Support redevelopment. Ensure a vibrant and successful retail sector. Provide opportunities for industrial and other emerging uses.

Employment – *We will maintain & continue to pursue a prosperous economic climate with varied & innovative employment opportunities.....*

Adopt policies conducive to attracting and retaining businesses. Achieve balance between job and housing growth. Promote policies to protect & enhance Dulles International Airport (IAD). Grow as a tourism destination.

Governance – *We will foster a vibrant, inclusive culture of civic engagement and collaboration.....*

Make sound financial decisions. Continually review regulatory process with emphasis on customer service. Ensure land use policies are targeted and align with Plan goals. Enhance organizational capacity and support coordinated leadership. Continue a leadership role in regional efforts. Improve communications to adapt to changing method and technologies connecting people and communities.

6 Goals – 125 Action Items

1. Further Diversify Our Economy (*28 action items*)
2. Create Places Where People Want to Be (*30 action items*)
3. Improve the Speed, Consistency, and Predictability of the Development Review Process (*26 action items*)
4. Invest in Natural and Physical Infrastructure (*16 action items*)
5. Achieve Economic Success through Education and Social Equity (*14 action items*)
6. Increase Agility of County Government (*11 action items*)

Indicators and Performance Measures

Themes and Sub themes

Innovation and Equity

measure the health of the county's economy, its innovation ecosystem and how county residents access economic success

Economic Innovation and Sustainability (9 indicators)

Education, Housing, Health (8 indicators)

Place and Infrastructure

Illustrate the interconnectedness of land use, infrastructure, and transportation in creating places and environments that are accessible and positively contribute to County Resident's quality of life

Mobility (3 indicators)

Activity Centers and Creating Value (5 indicators)

Environment and Infrastructure (3 indicators)

Governance and Financial Stewardship

measure efforts made by County government to improve transparency, stakeholder engagement, internal processes and accountability

Communication and Culture (2 indicators)

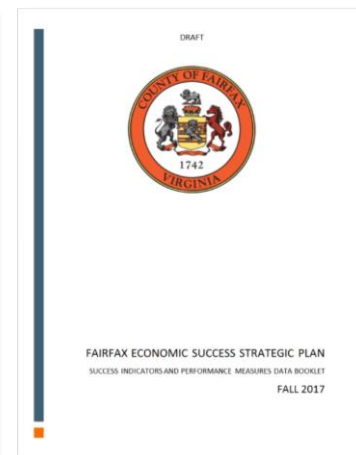
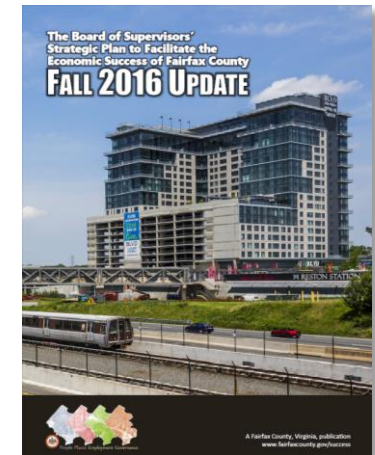
Regulatory Processes (2 indicators)

Sound Financial Decisions (3 indicators)

2016 & 2017 Fall Update

2 reports to provide highlights of the ESSP work since it's adoption

- The 2016 Update
 - Inova & UVA announce plans to bring medical school to Fairfax County
 - One Fairfax Equity Resolution
 - Embarking on the Future of Richmond Highway
- The 2017
 - Fairfax County: Test track for the Future
 - Innovative Housing for Homeless on the Horizon
 - Transforming Tysons
 - Fairfax Permit Q Launches





ESSP Focus Areas for 2018

Innovation Events and Exploring Pilot Projects

(with Universities and local companies)

- Partnerships with key stakeholders on Data Analytics
- Development of Smart Cities Roadmap
- County Infrastructure
 - Solar
 - Street lights
 - Electric Charging Stations Infrastructure
- Innovation Challenges
- Create Innovation District for Smart City Technology
 - Smart Infrastructure
 - Autonomous Shuttles
- Smart Cities Sessions

Workforce Efforts

Go Virginia – Tech Talent Pipeline

- Convene regional council
- Implementation
- Plan for scaling up initiative

STEM/STEAM Initiatives

- Continue fostering stakeholder cooperation
- Develop landing page
- Map STEM/STEAM programs in County

Sport Tourism Taskforce

- Economic development model for Fairfax
- Potential project identified

One Fairfax

- Community Wealth Building Initiative
- Work groups with FCPS, community stakeholders – focus on housing, land use, mobility, and health

Housing Strategic Plan

- Collaborate on communitywide development and implementation

Land Use Initiatives

- zMOD
- Public Facilities Manual
- Comp Plan Policy for Health in All Policies
- Comp Plan Policy for Repurposing of non-residential buildings (extension to all office buildings and retail)

Business Experience (BizEx) Partner

- Front door for small businesses
 - Process guidance while establishing or expanding a business in Fairfax
- Customer feedback regarding development process

Placemaking and Infrastructure

Embark and Community Building

- Multi-faceted planning and implementation effort to
 - bring BRT to Richmond Highway
 - Foster redevelopment as pedestrian oriented mixed-use nodes

Building Community with Art

P3 Projects

- Original Mount Vernon High School redevelopment project
- Workhouse Arts

Tactical Urbanism Events

- Annandale Open Streets and Pop Up Plaza
- Workhouse Brewfest
- Destination Mt Vernon

Change management

- Culture of Economic Success

Economic Development Support Fund and Go Virginia Partnerships

Examples:

- Downtown Herndon Redevelopment
- Greater Washington Export Center
- Go Virginia projects
 - Innovation Initiative
 - Security University