

Livable Fairfax

Preparing the City's 2035 Comprehensive Plan

February 2, 2016 Joint Work Session

Comprehensive Plan Process

- Community Input (Winter 2016)
 - Develop and distribute community survey
 - Communicate and educate the community (via City website, Cityscene, email, etc.)
 - Formulate the vision, goals and objectives
- Plan Development (Spring 2016-Winter 2017)
 - Determine content areas and format approach
 - Collect and analyze data
 - Share analysis and develop alternatives
 - Solicit feedback and develop plan recommendations
- Draft Plan (Spring-Summer 2017)
 - Solicit comments on draft plan and revise accordingly
- Final Plan (Summer-Fall 2017)
 - Hold public hearing and recommend revised final plan

Community Survey

- Provides an opportunity for the community to identify issues and be part of the process from the beginning (proactive) as opposed to top-down approach (reactive)
 - Bottom-up process ... collect ideas before presenting ideas
- Raises awareness of planning process
- Recognizes matters and issues of importance to be evaluated in greater detail
- Ensures a more complete discussion

Community Survey

- Conducted by George Mason University Center for Social Science Research (Jim Witte)
- Multi-mode approach
 - Notification via mailed postcards to all households, business and property owners
 - Web-based survey accessed with registration number
 - Paper copy of survey and Spanish translation, upon request
 - Statistical significance
 - Random sampling of 1,000 households
 - Follow-up calls to targeted sample (mailed surveys; phone surveys)
 - 40% response rate (400 surveys) margin of error +/- 5%

Community Survey

- 29 questions
 - General satisfaction and issue identification with questions on housing, land use/development, environment, transportation, city services/customer service, comprehensive plan and demographics



City of Fairfax Community Survey

Introduction

The City of Fairfax is collecting feedback from City residents, business and property owners, like you, to help develop direction for the preparation of the City's Comprehensive Plan. The survey should take approximately 10 minutes to complete.

A comprehensive plan is a document that describes a community's vision for how it wants to physically grow and develop over the next 20 years. It provides guidance on land use, transportation, housing, economic development, environment, public facilities, parks, recreation and historic preservation. It informs zoning and budget decisions and all localities in Virginia are required to prepare and adopt one.

Thank you in advance for taking the time to provide your input. We appreciate your feedback and look forward to your opinions informing the City of Fairfax Comprehensive Plan.

- 1) How satisfied are you with living and/or owning a business or property in the City of Fairfax?

Please rank your satisfaction with each of the following? (1 = Very Satisfied, 2 = Satisfied, 3 = Dissatisfied, 4 = Very Dissatisfied, 5 = Not Applicable or Don't Know)

- ___ Your home, business, property and/or neighborhood
- ___ Public education/schools
- ___ Public library
- ___ Parks, trails, recreation facilities and cultural arts
- ___ Transportation facilities (roads, sidewalks, bike facilities)
- ___ CUE bus service
- ___ Relationship with nearby institutions (George Mason University, Fairfax County)
- ___ Historic preservation, community character and appearance
- ___ Retail stores and restaurants

- 2) In general, how satisfied are you with living and/or owning a business or property in the City? (Choose one)
- a. Very Satisfied
 - b. Satisfied
 - c. Dissatisfied
 - d. Very Dissatisfied
 - e. Don't know

Housing

- 3) Which of the following housing type do you think is most needed in the City? (Choose one)
- a. Single-family homes
 - b. Duplexes
 - c. Townhomes
 - d. Apartments
 - e. Condominiums
 - f. Other _____
 - g. No additional housing is needed
- 4) Which of the following statements do you think should be a priority in the City? (Choose one)
- a. Homeowners should be encouraged to maintain and make improvements to existing single-family homes, such as enhanced landscaping or building an addition.
 - b. Homeowners, especially new owners, should be encouraged to replace older, smaller single-family homes with larger homes.
 - c. Homeowners should be encouraged to maintain and make improvements to existing single-family homes while some older, smaller homes should be replaced with larger homes.
 - d. Don't know
- 5) Which of the following types of new housing development do you think should be a priority within or near shopping and commercial centers in the City? (Choose one)
- a. Duplexes and townhomes
 - b. Multi-family housing
 - c. Multi-family housing that includes a mix of market-rate and affordable units
 - d. Mixed-use buildings that include a mix of multi-family housing, office and commercial
 - e. No new housing within or near shopping and commercial centers
 - f. Don't know
- 6) What do you think is the most important role the City can take to ensure the availability of affordable housing? (Choose one)
- a. Provide assistance to residents (such as down payment assistance loans or home improvement assistance through the Neighborhood Renaissance Program)

- b. Provide incentives to housing developers
- c. Invest in affordable housing
- d. Other _____
- e. Don't know

Land Use and Development

- 7) What type of commercial businesses would you like to see more of in the City? (Choose up to three types)
- a. Auto dealerships
 - b. Big box retail stores (like Target or Sam's Club)
 - c. Coffee shops and cafés
 - d. Entertainment (like a movie theater, music venue, bowling alley)
 - e. Fitness centers and gyms
 - f. Gas stations and convenience stores
 - g. Gourmet grocery stores (like Wegmans, Harris Teeter, Whole Foods)
 - h. Hotels and other lodging
 - i. Personal services (like a beauty salon, dry cleaner, massage therapy)
 - j. Restaurants
 - k. Specialty retail stores
 - l. Other _____
 - m. Do not want any more commercial development
- 8) To what extent do you think each of the following would benefit the City's economy in the next five to ten years? (1 = Most Beneficial, 2 = Beneficial, 3 = Least Beneficial, 4 = Don't Know)
- ___ Recruitment of new businesses
 - ___ Retention of existing businesses
 - ___ Tax incentives to recruit and/or retain businesses
 - ___ Investments in schools
 - ___ Investments in parks, trails, recreation facilities and cultural arts
 - ___ Infrastructure improvements to area roads, pedestrian or bicycle facilities
 - ___ Construction of new single-family homes, duplexes or townhomes
 - ___ Construction of new multi-family housing or mixed-use buildings
 - ___ Other _____
- 9) Please indicate which of the following environmental features you think the City should encourage in new developments? (Choose yes or no for each feature)
- | | |
|---|----------|
| Solar panels | Yes / No |
| Green or vegetated roofs | Yes / No |
| Energy efficiency or EnergyStar rating | Yes / No |
| Rain gardens that capture & absorb stormwater | Yes / No |

- | | |
|--|----------|
| Tree plantings & use of native landscaping | Yes / No |
| On-site composting stations | Yes / No |
| Community gardens | Yes / No |

Transportation

- 10) How often do you use the following types of transportation to go to work, school, shopping or for leisure? (Choose one frequency for each type)
- a. Automobile
Daily, Once or twice a week, Once or twice a month, Once or twice a year, Never
 - b. Public Transportation (CUE bus, Fairfax Connector, Metrorail, Metrobus)
Daily, Once or twice a week, Once or twice a month, Once or twice a year, Never
 - c. Bicycle
Daily, Once or twice a week, Once or twice a month, Once or twice a year, Never
 - d. Walk
Daily, Once or twice a week, Once or twice a month, Once or twice a year, Never
- 11) What type of transportation do you use one or more times per week to commute to work? (Choose all that apply)
- a. Automobile
 - b. Bus (CUE, Fairfax Connector or Metrobus)
 - c. Metrorail
 - d. Bicycle
 - e. Walk
 - f. Other _____
 - g. Not applicable
- 12) Do you think you would bicycle more if there were more bike facilities (i.e., bike lanes, shared use markings) in the City? (Choose one)
- a. Yes
 - b. No
 - c. Don't know
- 13) Do you think you would bicycle more if the City had a bike sharing program like Capital Bikeshare? [Provide link to website for more info?] (Choose one)
- a. Yes
 - b. No
 - c. Don't know

14) Are there sidewalks on your street? (Choose one)

- a. Yes (skip to #16)
- b. No
- c. Don't know

15) Would you like sidewalks on your street? (Choose one)

- a. Yes
- b. No
- c. Don't know

16) Which of the following do you think would be most beneficial to support all aspects of the City's transportation system? (Choose up to three)

- a. Bike lanes and bike paths/trails
- b. Bus transit improvements (additional bus shelters)
- c. Construct new sidewalks and crosswalks where they currently do not exist
- d. Improved street connectivity (building new streets to connect existing streets, creating more of a grid-style street layout)
- e. Improved traffic flow
- f. Off-street parking facilities (surface lots, parking garages)
- g. On-street parking
- h. Pedestrian street lighting
- i. Repair and maintain sidewalks and crosswalks
- j. Repair and maintain streets
- k. Other _____
- l. Don't know

City Services and Customer Service

17) How would you rate each of the following City services? (1 = Excellent, 2 = Good, 3 = Fair, 4 = Poor, 5 = Not Applicable or Don't Know)

- _____ Building and zoning code enforcement and inspections
- _____ Public safety (Police, Fire & Rescue)
- _____ Road maintenance
- _____ Trash/recycling pick-up
- _____ Other City services not listed _____

18) Do you think the City does a good job providing information and obtaining input from residents, business and property owners on critical issues? (Choose one)

- a. Strongly Agree
- b. Agree
- c. Disagree
- d. Strongly Disagree

e. Don't know

19) How do you get information about City services? (Choose all that apply)

- a. Calling City Hall
- b. City of Fairfax web page (www.fairfaxva.gov)
- c. Cityscene newsletter
- d. Cityscreen-12
- e. Fairfax City Alert
- f. Local newspaper (Fairfax Connection, Fairfax County Times)
- g. Other _____

20) Have you contacted the City during the past year? (Choose one)

- a. Yes
- b. No (Skip to #22)

21) During your interactions with the City in the past year, please rate your satisfaction with City employees for each of the following: (1 = Always, 2 = Usually, 3 = Sometimes, 4 = Seldom, 5 = Never)

- _____ It was easy to find someone to address my request.
- _____ The response time was reasonable.
- _____ I was able to get my question/concern resolved.
- _____ City employees were courteous and professional.

Please tell us a little about yourself

22) How old are you? (Choose one)

- a. Under 20
- b. 20-29
- c. 30-39
- d. 40-49
- e. 50-59
- f. 60-69
- g. 70-79
- h. 80 or older

23) What type of residence do you live in? (Choose one)

- a. Single-family home
- b. Duplex
- c. Townhome
- d. Apartment
- e. Condominium

- f. Other _____
- g. Don't live in the City (Skip to #28)

24) What is the name of the neighborhood you live in?

- a. _____
- b. Don't know

25) How long have you lived in the City of Fairfax? (Choose one)

- a. Less than 1 year
- b. 1-5 years
- c. 6-10 years
- d. 11-20 years
- e. 21-30 years
- f. More than 30 years
- g. Born in the City of Fairfax and have always lived here (skip to #27)

26) Where did you move from? (Choose one)

- a. Alexandria
- b. Arlington County
- c. Fairfax County (including Falls Church)
- d. Loudoun County
- e. Prince William County (including Manassas & Manassas Park)
- f. Somewhere else in Virginia
- g. Outside of Virginia

27) Where do you work? (Choose one)

- a. Within the City of Fairfax
- b. Alexandria
- c. Arlington County
- d. Fairfax County (including Falls Church)
- e. Loudoun County
- f. Prince William County (including Manassas & Manassas Park)
- g. Somewhere else in Virginia
- h. Washington, D.C.
- i. Maryland
- j. Self-employed or work from home
- k. Student, retired or not currently employed outside the home
- l. Other _____

Comprehensive Plan

28) How familiar are you with the City of Fairfax Comprehensive Plan? (Choose one)

- a. Very familiar
- b. Somewhat familiar
- c. Not very familiar
- d. Never heard of it

29) How would you prefer to learn more about the City's effort to prepare a new Comprehensive Plan? (Choose all that apply)

- a. Public meetings or open houses
- b. Email or Fairfax City Alert
- c. Text messages
- d. Facebook, Twitter, or Instagram
- e. Staff hours in the community (at the library, local coffee shop, etc.)
- f. Other _____
- g. Not interested in learning about the Comprehensive Plan

Please provide your email address if you would like to receive updates on the Plan.

The Center for Social Science Research (CSSR) is conducting this survey. CSSR is a multidisciplinary research center within the College of Humanities and Social Sciences at George Mason University.

Community Survey

- Timeline
 - February 29 – Mail postcard
 - March 14 – Reminder phone calls to targeted sample households that have not yet completed the survey
 - March 21 – Mail surveys to non-responders in sample
 - April 4 – Begin phone surveys of non-responders
 - April 18 – Data collection closed for reporting purposes
 - May 31 – Draft report to City
 - June 17 – Final report to City

Community Survey

- Communication and Education (February/March 2016)
 - CD&P website
 - Email and social media (Facebook, Twitter, Instagram)
 - Promo spot on Cityscreen-12
 - Article in Cityscene (February)
 - City events (Chocolate Lovers Festival)
 - Schools (“Thursday folders”)



Comments/Questions
