

July 15, 2009

TO: Sue Cotellessa, Development Services General Manager  
FROM: Rick Goff, Economic Development Director  
SUBJECT: Consulting Contracts

This is to provide planning commissioners with some basic background information on city and EDA contracts for the update of the fiscal impact model and the consulting work of James Snyder. At our joint work session on July 20, we will provide more detail as needed, answer questions, and assist in further discussion between the EDA and Planning Commission on these topics.

### **Fiscal Impact Model Update**

Since 2003 the City of Falls Church has used fiscal impact modeling software developed by TischlerBise, Inc. of Bethesda, Maryland as a way of estimating net revenue for the city from new development projects. Every year or two since it was created we have partnered with TischlerBise to update the key assumptions and input contained in the model to maintain its accuracy as a planning tool. These consultants are considered the leaders in their field and have conducted over 300 cost of growth/fiscal impact analyses nationwide.

After more than five years and the approval of seven mixed use development projects in the city, we set aside resources to conduct a comprehensive update of the model. Of special interest to City Council and the EDA was a fresh examination of the assumptions underlying model calculations for budgetary impacts of new development on a cumulative basis.

Interviews have now been completed with management across the entire city organization and the public schools to obtain data necessary to refresh the model. The model itself will be an upgraded and copyrighted piece of software that will include advances in Microsoft Excel and Visual Basic modeling capabilities. This time consuming project has reached its final stages. We anticipate bringing TischlerBise to a public meeting this fall to present the new model and answer questions, both general and technical.

### **James Snyder's Consulting Work**

As the former chief planning official for Arlington County, Jim Snyder has more than 30 years of professional planning experience. The EDA board has hired Mr. Snyder to work on special projects that focus on strategic planning for key commercial sites and corridors in the city to encourage quality redevelopment, investment and new business activity.

Two areas that will be evaluated by Mr. Snyder are the East End of the city and the North Washington Street/Arlington County gateway corridor. As an adjunct professor at Virginia Tech, Mr. Snyder was instrumental in obtaining the commitment of the graduate program in Urban Affairs and Planning at the Alexandria Center to assign design studio students to projects in the City of Falls Church during the 2009/10 academic year under the direction of Professor Shelley Mastran.

Joint Work Session Memo II