

Falls Church Vision 2040



Community Pop-Ups, Building the Vision August 2016 Pop-Ups Report

Summary

Four Pop-Up sessions were held in August 2016 in different areas of the City. Altogether, approximately 130 people participated in the dot-voting exercises, with about 80 participating at the Farmers Market.

Through the dot voting, participants expressed their preference for Environment and Education as the most important principles to include in the City's Vision for the future, and for Old Town Alexandria and Falls Church as activity centers they liked the best.

Purpose of the Pop-Ups

The City is engaged in a visioning effort to review and update its vision and goals for the future. City staff is hosting pop-up meetings to add another layer to the public engagement process and to reach out to people who might not otherwise participate.

What is a Pop-Up Meeting?

Pop-Up meetings are informal discussion opportunities. Each pop-up was staffed by a single staff member. Staff members engaged participants in a conversation about visioning and asked them to complete the same dot voting exercises that were used during the June 18, 2016 public kickoff meeting. In one exercise, participants voted for which of the principles in the City's 2005 Comprehensive Plan were most important for the City's future. In the other exercise, participants were asked to vote for which of eight places in Northern Virginia they liked best.

Pop-Up meetings are an exciting meeting format because they engage residents and visitors "on the street." As such, pop-up meetings can engage people that do not participate in more traditional meeting formats.

Meeting Sites

The pop-up sessions took place in August 2016 at locations throughout the City, as shown in the table below. The sites were chosen to cover a wide geographic range and to capture a diverse and potentially large audience. All were conducted during the day.

Location	Date	Staff Member
Farmers Market	August 6	Shelley Mastran
The Spectrum (outside Panera)	August 17	Carly Aubrey
Eden Center	August 24	Akida Rouzi
Falls Plaza (outside Starbucks)	August 31	Shelley Mastran

The Audience Engaged

Approximately 130 people participated in the pop-ups. Roughly 80 people participated in the Farmers Market pop-up. The others drew fewer people, with the Spectrum and Falls Plaza having 23 and 20 respectively. At Eden Center only six people participated, as language seemed to be a barrier for many. Most people who participated in the pop-ups were middle-aged adults; however, a handful of teens and elderly also voted. The majority of participants were Falls Church residents; visitors were typically from Arlington or Fairfax County.

Most pop-up participants were Falls Church residents. The pop-ups also captured input from non-residents. Note that non-residents also have a stake in the future of Falls Church. Whether they visit, work, shop, or dine in the City, they also contribute to the community.

Results

Overall, of the six Comprehensive Plan principles, **Environment** was considered most important, followed by **Education**. The importance of Environment was consistent across all four pop-ups. Overall, the principles considered least important were Housing/Diversity and Commercial Development.

The places most preferred overall were **Old Town Alexandria** and downtown **Falls Church**, followed closely by **Mosaic**. Braddock Road Metro garnered almost no votes (many had never been there or even heard of it). Fairfax City and Ballston were also rated low. Somewhat surprisingly, Tysons Corner got 11 percent of the votes overall, as young people said they like to go to Tysons for restaurants, shopping, and movies.

The tables below summarize the percentages of votes for each principle and place. Note that each participant was asked to vote for three principles and three places, so the number of dots (votes) is approximately three times the number of participants.

Dot-Voting, Principles

Location		Farmers Market	The Spectrum	Eden Center	Falls Plaza	Total
Principle and % of Votes	Environment	27	24	33	23	26
	Education	22	24	11	15	21
	Transportation	18	15	28	22	18
	Community Character	16	20	0	15	16
	Commercial Development	8	10	17	3	10
	Housing/Diversity	9	7	11	12	9
# Dots (Votes)		244	68	18	60	390

Dot-Voting, Activity Centers

Location		Farmers Market	The Spectrum	Eden Center	Falls Plaza	Total
Places and % of Votes	Old Town Alexandria	22	26	24	23	23
	Falls Church	23	14	24	23	22
	Mosaic	20	18	17	17	19
	Shirlington	12	26	6	12	14
	Tysons	13	5	29	8	11
	Fairfax City	4	9	0	5	5
	Braddock Road Metro	0	1	0	0	0
	Ballston	6	1	0	12	6
# Dots (Votes)		240	66	17	60	383

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Community Pop-Up #1, Farmers Market August 6, 2016 Pop-Up Notes

Process

A pop-up session was held at the Farmers Market on August 6 from 8:30 to 11:30 a.m., staffed by Shelley Mastran. Close to 80 people participated in the dot-voting exercises. These involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

Approximately 1/3 of the participants were residents of the City of Falls Church; most of the others were from Fairfax County or Arlington County. At least half were a younger group than we typically see at public planning meetings; many had children with them. Participants enjoyed the exercise and residents in particular were interested in knowing about the Visioning process. Cards with the link to the Vision website and survey were passed out.

Dot-Voting Results

The following tables present the number of dots placed on each board item.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	66
Education	54
Transportation	43
Community Character/Urban Form	38
Diversity/Housing	23
Commercial Development	20

Activity Centers Liked the Most

Activity Center	Number of Votes
Falls Church	56
Old Town Alexandria	52
Mosaic District	49
Tysons Corner	30
Shirlington	28
Ballston	14
Downtown Fairfax City	11
Braddock Road Metro	0

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Community Pop-Up #2, Spectrum August 10, 2016 Pop-Up Notes

Process

A pop-up session was held at the Spectrum development on August 10 from 11:30 a.m. to 1:30 p.m., staffed by Carly Aubrey. Close to 23 people participated in the dot-voting exercises. These involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

A majority of the participants were residents of the City of Falls Church; most of the others were from Fairfax County or Arlington County. The majority was middle to upper-middle aged; several had children with them. Many people (approx. 10-15) declined to participate. Participants enjoyed the exercise and residents in particular were interested in knowing about the Visioning process. Cards with the link to the Vision website and survey were passed out.

In the future, a late afternoon/early evening session may be better at Spectrum and similar locations since most people will be off work. Additionally, the lunch time session should be between 12:30 – 2:30 p.m. The period between 11:30 a.m. – 12:30 p.m. was really slow at the Spectrum location.

Dot-Voting Results

The following tables present the number of dots placed on each board item.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	16
Education	16
Community Character/Urban Form	14
Transportation	10
Commercial Development	7
Diversity/Housing	5

Activity Centers Liked the Most

Activity Center	Number of Votes
Old Town Alexandria	17
Shirlington	17
Mosaic District	12
Falls Church	9
Downtown Fairfax City	6
Tysons Corner	3
Ballston	1
Braddock Road Metro	1

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Community Pop-Up #3, Eden Center August 24, 2016 Pop-Up Notes

Process

A pop-up session was held at the Eden Center from 10:40 a.m. to 12:40 p.m., staffed by Akida Rouzi. Six people participated in the dot-voting exercises. Staff visited three locations in the two hour period – the main mall entrance at the clock tower, the entrance to the Good Fortune grocery store, and a secondary mall entrance between the two locations in front of a restaurant that seemed to be attracting more visitors. The dot-voting exercises involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

Only one of the six participants was a resident of the City of Falls Church; all of the others were from Fairfax County. Participants' ages ranged from young adult to upper-middle aged. Approximately 30-40 people were approached to participate and most of them stopped, but ultimately declined on the account of not being able speak or understand English. There seemed to be interest from most who stopped to listen and observe the boards, but the language barrier seemed to be the reason for not being able to participate. Cards with the link to the Vision website and survey were passed out.

In the future, an interpreter who speaks both Chinese and Vietnamese would have a positive impact on communicating with perspective participants.

Dot-Voting Results

The following tables present the number of dots placed on each board item. One participant had only been to two of the activity centers and was not familiar with the rest of the places. She only placed two dots.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	6
Education	2
Community Character/Urban Form	0
Transportation	5
Commercial Development	3
Diversity/Housing	2

Activity Centers Liked the Most

Activity Center	Number of Votes
Old Town Alexandria	4
Shirlington	1
Mosaic District	3
Falls Church	4
Downtown Fairfax City	0
Tysons Corner	5
Ballston	0
Braddock Road Metro	0

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Community Pop-Up #4, Falls Plaza August 31, 2016 Pop-Up Notes

Process

A pop-up session was held at the Falls Plaza shopping center 3:55 p.m. to 5:45 p.m., staffed by Shelley Mastran. Twenty people participated in the dot-voting exercises. The dot-voting exercises involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

Most of the participants were residents of the City of Falls Church; all of the others were from nearby Fairfax or Arlington Counties. Participants' ages ranged from teenager (4) to upper-middle age. Well more than 50 people were invited to participate, but many declined. Typically, people were in a hurry and didn't want to take the time, even though they were told it would take only a few minutes. Cards with the link to the Vision website and survey were passed out to a selected few (who weren't streaming by).

Dot-Voting Results

The following tables present the number of dots placed on each board item.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	14
Transportation	13
Community Character/Urban Form	9
Education	9
Commercial Development	8
Diversity/Housing	7

Activity Centers Liked the Most

Activity Center	Number of Votes
Falls Church	14
Old Town Alexandria	14
Mosaic District	10
Shirlington	7
Ballston	7
Tysons Corner	5
Downtown Fairfax City	3
Braddock Road Metro	0