

Falls Church Vision 2040



Community Pop-Up, Reviewing the Vision November 5, 2016 Pop-Up Report

Process

A pop-up session was held at the Farmers Market from 9:30 to 11:30 a.m. on Saturday, November 5th, staffed by Shelley Mastran. More than 60 people participated in the dot-voting exercise. In this case, the dot-voting exercise involved agreeing or not agreeing with the draft Vision Statement and providing feedback on it.

About one half of the participants were residents of the City of Falls Church; the others were from Arlington County and Fairfax County. Most were in the 30-60 age range. Well more than 100 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.

Dot-Voting Results

The following table presents the number of dots placed on each reaction to the Vision Statement.

Reactions to the Draft Vision Statement

	Number of Votes	Percentage of Votes
Strongly Agree	29	47.5%
Straddling Strongly Agree and Agree	2	3.3%
Agree	15	24.6%
Neither Agree nor Disagree	12	19.7%
Disagree	2	3.3%
Strongly Disagree	1	1.6%
Total	61	100.0%

Thus, nearly 50 percent of participants strongly agreed with the draft Vision Statement, and 75 percent either agreed or strongly agreed.

Opportunities for Improvement

Of the approximately 25 percent of participants who did not agree or strongly agree, some made the following comments. The comments are from participants. The groupings/themes were identified by staff later.

Statement is too vague (6 comments)

- "Keeps pace with regional growth:" what does that mean? It's too general. (3 comments)
- It's too vague; what's not to like?
- Don't like "special place;" it sounds kind of cheesy.
- It's too weak; sounds like an ad slogan.

Missing concepts (4 comments)

- Add "safe and secure" to description of small city.
- Needs "environmental quality" (air, energy) somewhere.
- What about the term "smart growth?"
- There's no mention of transportation. The City needs to be easier to get around in.

Distinguishing present from future (4 comments)

- Don't like the last sentence; it's not true. (2 comments)
- The term "walkable" is ridiculous. Nothing is done to make FC more walkable. (2 comments)

Too long (2 comments)

- It's too wordy.
- It's too long; should be 20-25 words only. I like "vibrant."