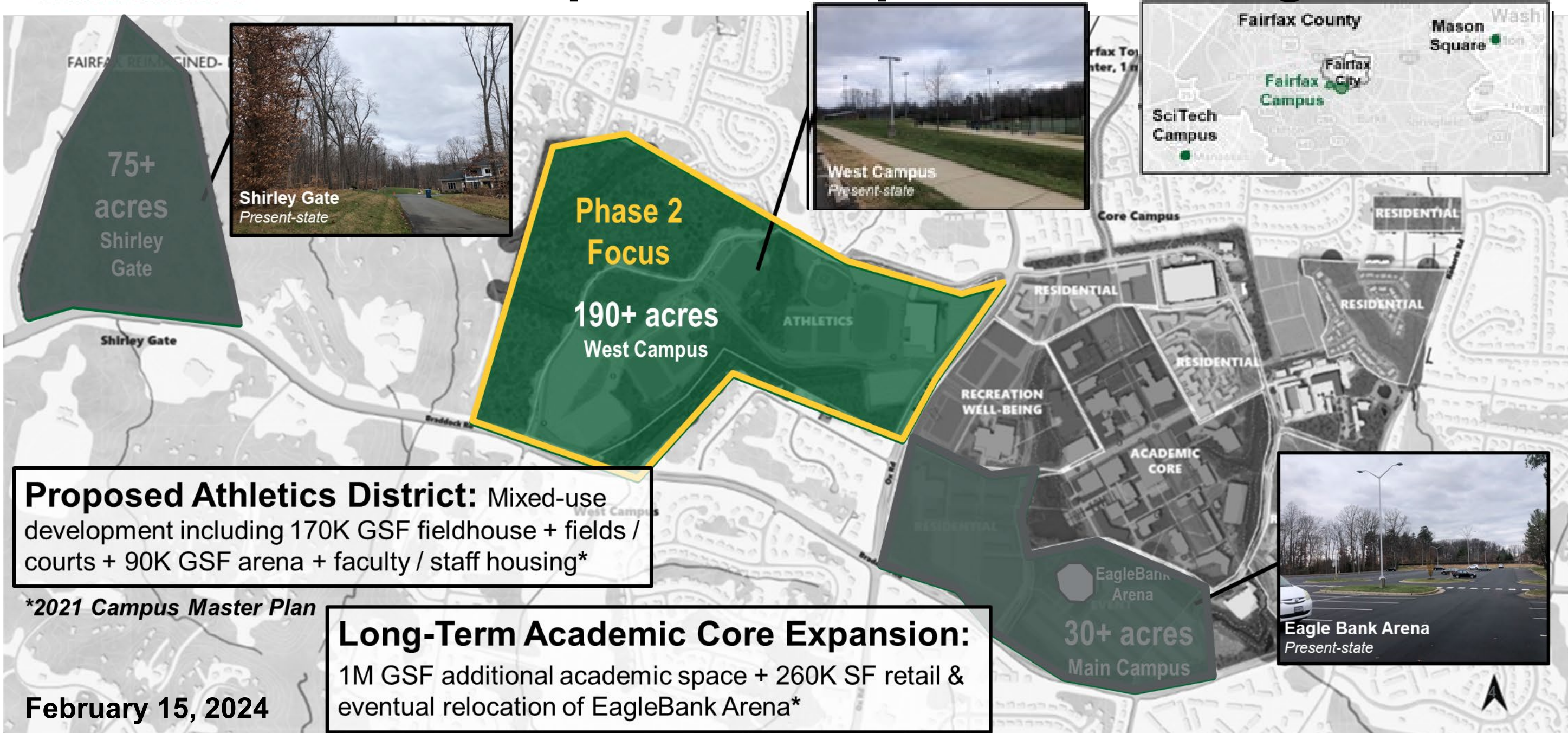


Mason Town Center – FCCAB Update West Campus Development Planning



Agenda

Mason Town Center FCCAB Update

- Community Engagement Plan
 - Timeline
 - Planned Activities
 - Participants
- Open Discussion



Community Engagement Plan

Where we left off last time...

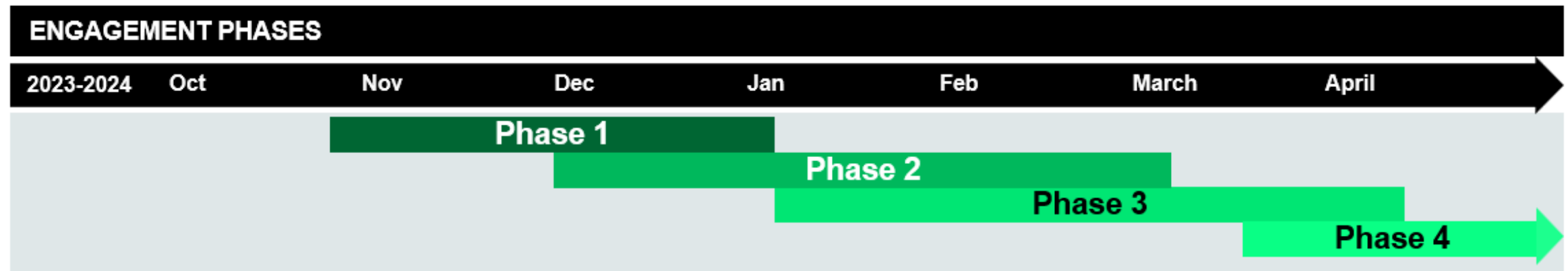
Discussion & Feedback

- Framework
 - Define key messaging
 - Identify stakeholder groups
 - Define engagement strategies by stakeholder group
 - Align stakeholder engagement with major milestones
- Incorporate processes and lessons learned from Master Planning
 - Town Halls
 - Feedback submission portal (general & specific)



Each phase of the Community Engagement Plan is designed to be iterative, continuously responding to upcoming milestones, project updates, and stakeholder feedback.

Community Engagement Plan Timeline and Activities



Phase	1. CONFIRM STRATEGY	2. INTRODUCE VALUE	3. ENGAGE STAKEHOLDERS	4. KEEP INFORMED
Overview	Align high-level plan to include key milestones, phases / objectives , and key messaging for communications / engagement, and confirm internal / external stakeholders .	Work to develop meaningful connections / trust with the community while clarifying the process , including how they will be involved .	Conduct public events / meetings that tailor communications to targeted audiences and maximize involvement by soliciting feedback .	Set a precedent for continued engagement and build excitement by establishing a cadence of periodic updates as the project progresses / evolves.
Objective	Align Project Outcomes	Create Understanding	Involve Community Groups / Individuals	Ensure Stakeholders Remain Involved as Project Advances
Key Meetings	<ul style="list-style-type: none"> 10/19 FCCAB 11/30 GMU BOV 1/29 Town Hall #1 	<ul style="list-style-type: none"> 2/15 FCCAB 2/22 GMU BOV TBD Town Hall #2 	<ul style="list-style-type: none"> 4/10 FCCAB TBD Targeted Audience Sessions TBD Dot Voting Exercises 	<ul style="list-style-type: none"> TBD Town Hall #3 TBD Town Hall #4

Community Engagement Plan Participants

Mason Community

- Alumni
- Donors
- Faculty / Staff
- Leadership
- Students

Residents

- Braddock District Council, Other Property Owners' / Homeowners' Associations, Condominium Owners' Associations, Pool Associations, Real Estate Cooperatives
- Braddock District Land Use and Environment Committee
- Fairfax Campus & Community Advisory Board (FCCAB)
- Neighborhood & Civic Associations

State Elected Officials

- Delegate Bulova
- Delegate Helmer
- Senator Marsden
- Senator Pekarsky

Local Government

- City of Fairfax Agencies
- City of Fairfax Council Members
- City of Fairfax Manager Stalzer
- City of Fairfax Mayor Read
- Fairfax County Agencies
- Fairfax County Board of Supervisors
 - Braddock Supervisor Walkinshaw
 - Chairman McKay
 - Springfield Supervisor Herrity
- Fairfax County Executive Hill

Business Community

- Central Fairfax Chamber of Commerce
- City / County Business Owners
- City / County Nonprofits
- City of Fairfax Economic Development
- Fairfax County Economic Development
- Northern VA Chamber of Commerce
- Old Town Fairfax Business Association
- University Mall Tenants

Community Organizations

- Adult Cricket Leagues
- Youth Recreation Leagues

Open Discussion



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