Listening & Learning
Phase 1 Input Summary Report

New Comprehensive Plan

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This report provides background information to assist with the development of the new Comprehensive Plan.

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Listening & Learning Input Summary Report

Envision Loudoun - Comprehensive Planning Process

CONTENTS

Just over 90 table discussions were facilitated through the Listening & Learning round of the Envision Loudoun engagement process. Conversations included up to eight individuals and focused on the community's key opportunities for the future.

1. Introduction

The following describes the first of three rounds of community engagement to inform the direction of the new Comprehensive Plan known as Envision Loudoun. This initial round, the Listening and Learning, consisted of a series of in-person workshops and online engagement. The purpose, preparation and results from the round have been described in this report.

ROUND 1: BY THE NUMBERS

1,400+
Participants
(online & in-person)

5,000+
Comments

6
Live Meetings

91
Facilitated table
conversations

500+
Online
participants

3,531
Opportunity
statements

617
"How will we
know we've
succeeded?"

546
"Greatest
challenges"

330
General
Comments

70%
Exit Questions
Return Rate

99%
Participants who
said they will stay
engaged

92%
Participants believed
the meeting was the
right length

99.6%
Participants who
said their ideas
were recorded
accurately

1 in 4
Participants found
out about the
workshop from
someone they know

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Starting by listening
During each of the six, in-person Listening & Learning sessions, participants were engaged in round table discussions on the key issues and opportunities for Loudoun County. Each comment was recorded by a table leader for the Planning Team. Through 90+ table discussions and online input just over 5,000 unique comments were collected.

Charting the Course

The first step to initiating the Comprehensive Plan process was to establish a "plan to do the plan" or the Plan Charter. The Charter contains pertinent background information and broad existing conditions, a preliminary list of the prominent issues the Plan should address, a description of the planning process and schedule, the organizational structure, a description of the community outreach and engagement strategy, and the role of consultants.

The charter says the following regarding the Community Outreach and Engagement Strategy for the Comprehensive Plan:

1. In order to achieve successful outcomes, open, inclusive and accessible planning activities throughout the county should be undertaken to provide ample opportunity for public participation;

2. The selected approach is a balanced Community Outreach and Engagement Strategy which would include sets of three community meetings at different stages of the project and at strategic locations of the county based on established planning priorities and issues.

The Charter goes on to define the first set of meetings

New Comprehensive Plan Introduction and Community Issues Identification: These meetings will kick-off the process and focus on educating and orienting community members and citizens on the topics of comprehensive plans, Loudoun County's Comprehensive Plan and identifying community issues related to the topical areas generally covered by the Charter.

The Plan Charter was presented to the Board of Supervisors on April 21, 2016 and was subsequently endorsed by the Board. The final version of the Plan Charter, which is guiding the planning process can be found at:
https://www.loudoun.gov/DocumentCenter/View/120052
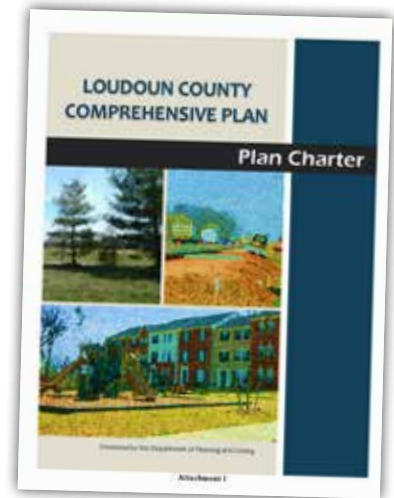
Taking direction from the plan charter
The Comprehensive Plan Charter provides a thoughtful approach to engagement throughout the planning process.

Overview of Envision Loudoun

Purpose

The New Comprehensive Plan was branded Envision Loudoun as a call to think about the future of the county.

Between 2000 and 2010, Loudoun County was the fifth fastest growing county in the country and this hasn't slowed down. The last major revision to the Comprehensive Plan was the completion of the Revised General Plan 15 years ago; a lot has changed since then.

Envision Loudoun intended to have a lasting impact on the Loudoun community, helping to promote a continued high quality of life in the county. The process is a rare opportunity to plan future growth, land use, transportation, community facilities and amenities, economic development, and fiscal management in Loudoun County.

Intended Outcome

The process will result in a New Comprehensive Plan that serves as Loudoun County government's guiding document for land use and development for the foreseeable future.

This will be a community-based vision for the future development of Loudoun County. It is intended to guide future land use development decisions, guide provision of community amenities and facilities as well as guide the location and timing of infrastructure investment. Based on direction from the Loudoun County Board of Supervisors, the new plan will outline policies for addressing the most pressing issues Loudoun faces, to include:

a. Economic Development
b. Transition Policy Area
c. Residential Housing Choice and Diversity
d. Redevelopment/Reuse
e. Suburban Policy Area
f. Community Facilities and Supporting Infrastructure
g. Quality Development
h. Fiscal Management
i. Along with other topics that may be revealed through the process

Comprehensive Plans are generally designed to plan for the next 20 to 30 years with regular review and updates every five years. The two major parts of the New Comprehensive Plan that will be developed in this process are a new General Plan and a new Countywide Transportation Plan.
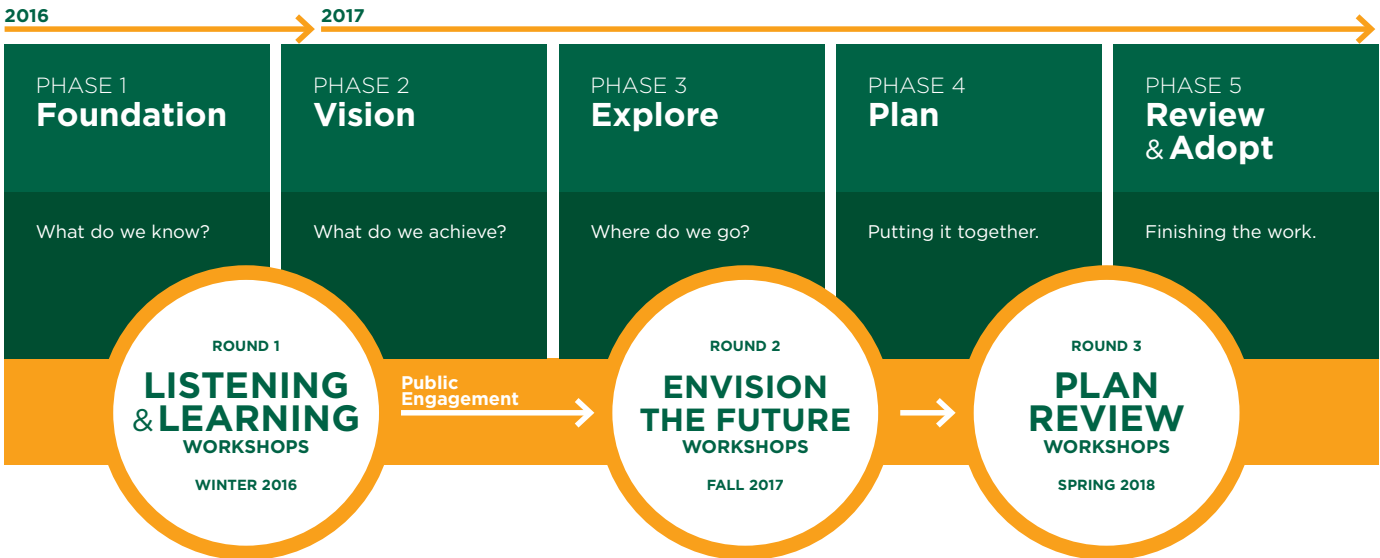

Focusing on the future
Through in-person sessions and online engagement, participants were asked to consider the greatest opportunities to make Loudoun County and even better community in the future. Many of these comments related to a specific place. If so, participants were able to place a yellow sticker on a large table map to indicate the location of their idea.

Responsibility

As directed by the Board of Supervisors, Loudoun County staff and an experienced team of consultants will coordinate the plan development process to produce a document for review by the Planning Commission and adoption by the Board of Supervisors. In addition, a Stakeholder Committee composed of citizens from each of the magisterial districts and representatives of key stakeholder groups within the county, will also provide insight throughout the planning effort.

Timeline

The process was initiated in the fall of 2016 and is expected to last between 18 and 24 months. Through 2017, three rounds of iterative community engagement will track in parallel with technical analysis being conducted by the County's Planning Staff and the Planning Team.

2016 **2017**

PHASE 1 **Foundation**	PHASE 2 **Vision**	PHASE 3 **Explore**	PHASE 4 **Plan**	PHASE 5 **Review** & **Adopt**
What do we know?	What do we achieve?	Where do we go?	Putting it together.	Finishing the work.

ROUND 1
LISTENING & LEARNING WORKSHOPS
WINTER 2016

Public Engagement

ROUND 2
ENVISION THE FUTURE WORKSHOPS
FALL 2017

ROUND 3
PLAN REVIEW WORKSHOPS
SPRING 2018

Purpose of the Workshops

The Listening and Learning Workshops

Based on the direction of the Plan Charter, the Planning Team, County Staff and Stakeholder Committee launched the first phase of the community engagement in November of 2016. The Listening & Learning workshops were hosted both in-person and online through the project webpage, www.envision-loudoun.org. Over two months 1,400 people participated, sharing more than 5,000 unique ideas.

The Listening & Learning Workshops were designed to:
   a. Provide information on the Comprehensive Planning process, and;
   b. Engage participants in a open-ended discussion about the key opportunities for the community today and in the future.

Each workshop's agenda was identical, including a 30 minute welcome and presentation from the Planning Team, followed by an hour-long discussion held in small groups.

Online Engagement

An online form mirrored the activities of the in-person workshops and gathered more than 1,000 ideas from 500 unique users. The tool allowed users to leave an idea, indicate a location for the idea through an interactive map, answer follow up questions and provide exit questionnaire information.

Uses of Input

The first round of engagement gathered thousands of ideas. Each has been captured, themed and will serve as the key input for the Comprehensive Plan. The emergent themes from this input will help articulate the guiding vision statement and the community's goals. Database will serve as a source for making specific recommendations as the process continues.

Communications & Outreach Effort

Purpose

The goal for the Envision Loudoun engagement effort, is to make participation a choice for anyone who cares in the county. To achieve this, two parallel efforts were initiated to help spread the word about the Listening & Learning Workshops.

COMMUNICATIONS/PUBLICITY (CREATING GENERAL AWARENESS)

- Create a project brand and identity
- Develop collateral (posters, postcards, business cards, etc.)
- Leverage media assets (ads, press releases, etc.)

OUTREACH (PERSONAL INVITATIONS AND WORD-OF-MOUTH)

- Identify opportunities
- Create best methods
- Energize networks - people/organizations
- Give the public a choice to participate in the process

Key Messages

Three key messages were prepared to describe the Envision Loudoun engagement process and focus the outreach and publicity effort.

Open, inclusive. The process will be designed and facilitated so that everyone feels comfortable engaging. It will be welcoming and respectful of the diversity of opinions.

Opportunity. The planning process is a key means to explore opportunities, e.g. create a "complete community." The process is also a means to maintain and improve upon the high quality of life currently enjoyed in Loudoun, and to make sure the County is moving forward to meet the challenges and embrace the opportunities of today and in the future. The process will convey excitement.

Connecting. This is a county-wide initiative and an opportunity to connect people and issues to the future. The process will motivate and facilitate deeper participation and connections. The county is diverse with respect to development (rural, suburban and urban), points of view, and culture and this diversity presents us with exciting possibilities for shaping our future.

Publicity Effort

The Communications Team was formed and charged with developing and executing key publicity tasks. This group initiated their work by refining key process messages and frequently asked questions. After these basic messages were written, the Team identified the most effective means for spreading the word about the process along with the key media targets (like newspapers, facebook pages, etc.).

Through the month of October, a number of actions were taken. These include:

Project Website launch. The envision-loudoun.org website launched in early October and serves as the hub of communication for the planning and engagement process. The

Social Media. A project Facebook page and Twitter handle were developed to share content from the website, promote events and share other information about the process.

Press releases. Several press releases were written leading up to and through the first round of engagement. These provided background on the process, promoted workshop events, unveiled the online tool, and shared immediate results from the initial engagement

Letters to the editor. Members of Stakeholder Committee submitted two letters voicing their support for the process, and calling on residents to get involved.

Leveraged news stories. The publicity campaign leveraged several new stories during the first round of engagement including coverage from One Loudoun, the Washington Post and other publications.

Outreach Team

The Outreach Team convened to connect key messages and collateral (developed by the communications effort) with the Loudoun County community networks. The group developed a large database of networks around Loudoun to organize their work. Over the month of October, members from the team reached out to these groups to let them know about Envision Loudoun, invited them to participate, and asked for their ongoing support.

Spreading the key messages
Leading up to, and through the first Listening & Learning session on November 7th, the Publicity Team developed and executed key actions to help spread the word about Envision Loudoun. Print materials, like the rack card above, were distributed across the county.

Specific Publicity Actions

- 7,000 branded rack cards
- 5,000 process business cards
- 500 meeting posters
- Four press releases
- Branded website with accompanying social media pages developed and launched
- Radio ads
- Branded polo shirts for team members
- Six e-mail newsletters to "opt in" mailing list
- Letters to the editor
- Leverage media coverage, including Washington Post
- Collateral in Spanish

LEAVE YOUR MARK ON LOUDOUN COUNTY!

🏠 Drop a **BLUE** Dot where you Live ●

💼 Drop a **RED** dot where you Work ●

During each of the six in-person workshops, participants were asked to share where they live and work on a large wall map. Hundreds of stickers were added. The full results of this exercise can be found in this chapter.

2. Overview

The Listening & Learning workshops and online input period took place through the winter of 2016 in multiple locations across Loudoun County. More than 5,000 ideas were generated. The following summarizes the experience of participants, their demographic make-up and ideas.

Sources of Input

The Listening and Learning Workshops

In-person workshops were held in six locations over November and December 2016. The locations chosen needed to be large enough to hold between 150 and 200 people and span the geographic extent of the county. Four original locations were selected, with two added in December based on demand. Workshops were held at the following locations:

November 7
The National Conference Center
150 participants

November 14
Washington Dulles Airport Marriot
75 participants

November 15
Clarion Inn Historic Leesburg
220 participants

November 16
J Michael Lunsford Middle
110 participants

December 5
Woodgrove High School
230 participants

December 8
Cascades Senior Center
140 participants

Online Engagement

An online tool was developed to mirror the questions from the in-person meetings and gather additional input. In order to incentivize attendance at the live workshops, the online tool was not made available until after the final workshop was completed on December 9th. The engagement period was live for three weeks and gathered an additional 1,000+ ideas from more than 500 users.
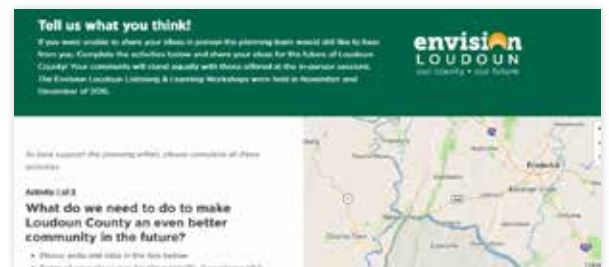
Above: The Envision Loudoun webpage enabled participants to offer ideas to the same questions posed during the in-person sessions.

Participants

More than 1,400 people participated in the Listening & Learning engagement phase. During each event and through the online tool, participants were asked to fill out an exit questionnaire. The form gathered information on participant's overall experience in providing input along with their basic demographic information. Questionnaires were not mandatory, but close to 70 percent of participants or online users completed the form.

Groups that were notably underrepresented through the first phase of engagement will be specifically targeted for meetings between the first and second rounds. Through small meetings, the Planning Team will work with these groups to ensure their voices are heard through the process.

The following highlights major deviations between the self-selected participants present at the workshops and the group's actual share in the Loudoun community based on latest Census information.

Spanish language assistance
Special steps were taken to ensure the Listening & Learning sessions were open to anyone who cares about the future of Loudoun County. This included providing language assistance. The group pictured above conducted a bilingual discussion with ideas offered in both Spanish and English.

Gaps in Representation

AGE

- *Small representation from young people.* Representation for residents under the age of 34 was comparatively low. When correcting for percentage old enough to attend (14 and over), the census would predict 24 percent of participants would fall within this age cohort. Exit questionnaires indicated only 13 percent of attendees. 43 percent of participants were over the age of 55.

- *Large representation from older residents.* Just over 43 percent or participants were over the age of 55 versus the representation of 21 percent indicated by the census.

RACE/ETHNICITY

- *Underrepresentation from African American and Asian residents.* African American and Asian attendees were four and 10 points below their actual share respectively.

- *Hispanic and Latino turnout nine points below the expected share.* Representation was just above four percent compared with the actual community share of 13 percent.

EDUCATION

- *Significant share of participants with degrees and graduate degrees.* Nearly 82 percent of participants had achieved an Associates, Bachelor's or beyond. This compares with 64 percent in the census. Accordingly, relatively few participants (<20 percent) had no college degree, compared with 35 percent of residents.

TENURE

- *Diversity in tenure.* Participants responses to "how long they had lived in Loudoun County" followed a relatively even distribution with 30 percent having moved in the past ten years, 30 percent between 10 and 20 years, and 34 percent longer than 20 years.

Live / Work Distribution

Before each meeting participants were asked to provide information on where they live and work in the county by adding a colored dot to a large wall map. This map was taken to each in-person workshop and gathered hundreds of sticky dots. The map shows the distribution of the data with red indicating where participants live and blue where they work.
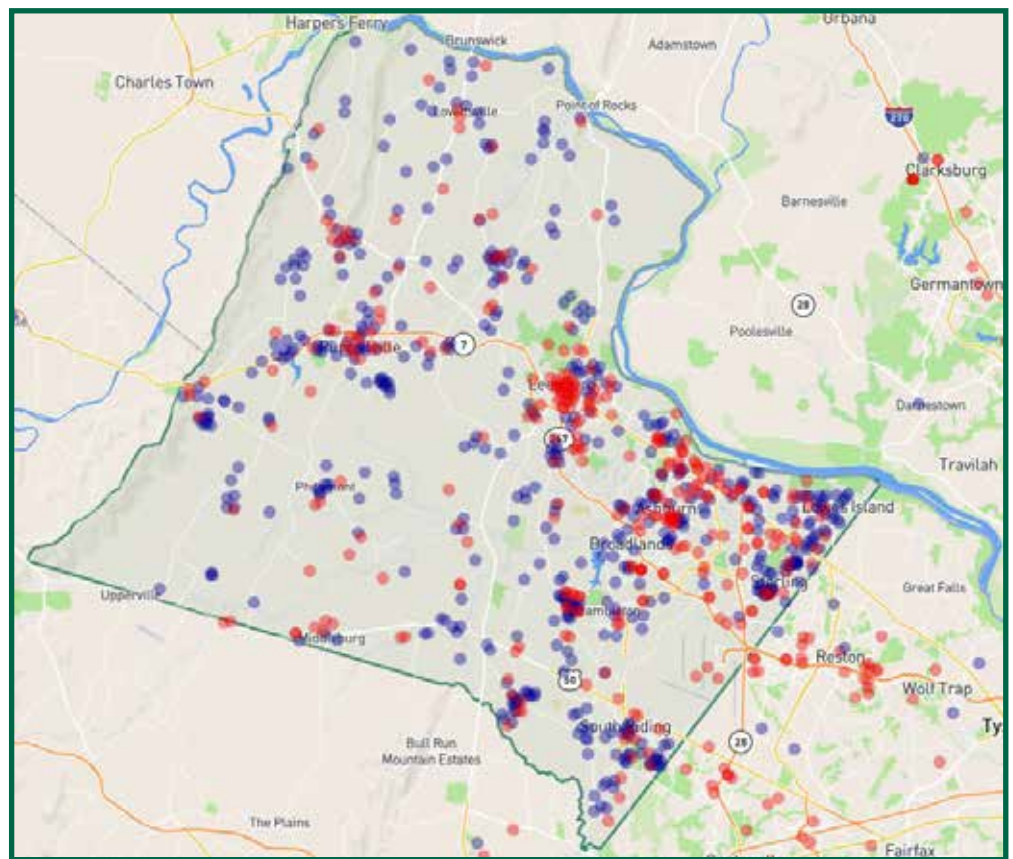
Experience

Of the 70% of in-person attendees who completed the exit questionnaire, the responses were very favorable about the experience. Participants reported very high levels of satisfaction with the Listening & Learning workshops.

- **99.5** percent said they were comfortable working in small groups

- **99.7** percent felt their ideas were recorded fair and accurately

- **92** percent believed the meeting was the right length, with eight percent wishing it lasted longer

- **99** percent of participants reported they will continue to be involved with the Envision Loudoun process in the future

* For the full exit questionnaire data tables and expository answers, please refer to the document appendix.

3. Results from the Listening & Learning Round

The Listening & Learning workshops and online engagement generated thousands of ideas. Each of these has been captured and categorized by the Planning Team. The following chapter summarizes the major findings from each of the question prompts. The full database of ideas can be found in the document appendix.

Introduction to the Themes

The Listening & Learning Workshops and online input presented participants with the opportunity to contribute their ideas to a set of key questions. In-person meetings began with a brief presentation from the Planning Team on the process. Several key conditions and trends were provided along with the next steps in the comprehensive planning process. The Team then released groups to begin their facilitated discussions. At tables of approximately eight participants, the group was led by a table leader through a series of questions. These leaders were instructed to guide the conversation, but not inject their own opinions or biases into the group's work. Over an hour, groups were charged with brainstorming responses to the prompts. The following provides insight into the key themes as they emerged from the thousands of collected ideas. The themes emerged based on the frequency of responses.

All collected responses will be explored and addressed equally. The full database of responses to each prompt is included in the appendix to this document and is organized by major themes.

The Listening & Learning workshops and online engagement collected more than 4,500 unique ideas. Each unique comment was recorded and collected into a master database and themed by the Planning Team.

Table leaders record the discussion
More than 30 individuals volunteered to serve as table leaders during the six in-person workshops. Their role consisted of structuring the discussion, collecting ideas and leading the group through its question prompts. The table leaders captured thousands of comments during the in-person sessions.

Prompt #1:

What do we need to do to make Loudoun County an even better community in the future?

The primary activity of the Listening & Learning round asked participants to consider: What do we need to do to make Loudoun County an even better community in the future? Through table recorders and online submissions, more than 3,500 responses were collected. From this data, eight primary themes, and dozens of sub-themes help to organize the data and determine the most resonant ideas, challenges or opportunities.

The following section provides an overview of each of the primary themes including an overall description of the category, the frequency of ideas, and any sub-themes that emerged through the data. Themes have been organized from most commonly mentioned to least.

Notes on the major themes

1. *Ideas were not limited during the in-person or online discussions*

2. *Eight themes pertinent to the Comprehensive Plan captured 92.7% of all ideas*

3. *Two additional themes collected the remaining ideas (Governance and Implementation and Schools and Education Policy), while important these are comments were outside the purview of the plan discussion*

1 Transportation

The transportation theme includes ideas addressing mobility, both in and around the county as it relates to vehicular, transit or active transportation (cycling, walking, etc.) options. Comments ranged from specific ideas for new roadways or connections to a general call for better regional transportation through projects like a new Potomac River bridge. Transit comments, especially the extension of the Metro in Eastern Loudoun, were especially resonant.

852 IDEAS

23.3% OF ALL IDEAS

Subthemes:

- Roadway development and/or improvement (292 ideas)
- Active transportation (193 ideas)
- Transit (151 ideas)
- Congestion (77 ideas)
- Regional connections (71 ideas)
- Transportation planning (23 ideas)
- The Toll road (22 ideas)
- Safety (18 ideas)
- Access management (3 ideas)

Summary of Ideas

Comments captured by the Transportation topic related to the people's basic ability to move around and through the county. There were many comments on the need to coordinate land use and transportation policies and practices. Some ideas even offered specific fixes, or road development or improvement projects to ease congestion. The Silver Line Metro extension was a popular topic as well, along with more general comments about local transit and alternative transportation options. Other collected ideas focused on improving regional connections, safety records, or for more thoughtful planning.

2 Built Environment

Ideas included in the Built Environment theme focused on the general use, regulation and planning of the land resources in the county. The category also includes the overall organization of places (such as new subdivisions, shopping centers, etc.), the street pattern of existing and new development, the quality of design, architecture or the general aesthetics of place, along with other related topics.

825 IDEAS

22.5% OF ALL IDEAS

Subthemes:

- Planning and management (191 ideas)
- Regulations and incentives (188 ideas)
- Historic preservation (73 ideas)
- Opportunity areas (49 ideas)
- Density / intensity (47 ideas)
- Rural areas (40 comments)
- Redevelopment / Revitalization (39 ideas)
- Metro-oriented development (35 ideas)
- Mixed-use development (35 ideas)
- Specific land uses (e.g. Data Centers) (32 ideas)
- Preservation of land (30 ideas)
- Open spaces (26 ideas)
- Placemaking (23 ideas)
- Aesthetics (18 ideas)
- Small town character (17 ideas)
- High quality design / architecture (12 ideas)
- Development pressure (11 ideas)
- Historic towns (10 ideas)
- Dulles International Airport (9 ideas)
- Innovative development (9 ideas)
- Infill development (3 ideas)

Summary of Ideas

Second only to the Transportation topic, Built Environment captured a number of diverse ideas related to development in the county. Many ideas were in reaction to the exponential growth seen in the county over the past two decades. These called for continued management and monitoring of land assets, high quality development where it is approved, and the protection of environmental corridors. An emphasis should be placed on the character of new development and how it contributes to the county's overall identity. The Western portion of the county has a small town character, historic assets, and wide open places that make it a unique asset worthy of protecting. Last, redevelopment will play an increasing role in development decisions in the county's communities and common-sense policies are necessary to ensure this is done well.

3 Environmental & Agricultural Heritage

Ideas related the health of the natural environment and the preservation the county's agricultural heritage. Other comments included topics like environmental contamination and the preservation of water resources for drinking, recreation and their general health.

563 IDEAS **15.4%** OF ALL IDEAS

Subthemes:

- Conservation and protection of natural lands (198 ideas)
- Conservation and protection of agriculture heritage (115 ideas)
- Sustainable practices (103 ideas)
- Rural economy (72 ideas)
- Water resources (53 ideas)
- Environmental contamination (22 ideas)
- Green infrastructure (12 ideas)

Summary of Ideas

There were two major sub-themes within the Environmental & Agricultural Heritage topic, both related to conservation and protection. In the case of natural lands, a number of ideas identified the wealth of natural assets in the county (streams, woodlots, etc.) and offered ideas for how they might be conserved / preserved. Similarly, the agricultural heritage in the western portion of the county is a prime asset, both economically and for tourism / aesthetics.

4 Lifestyle

Ideas themed into the Lifestyle category included those comments related to the quality of life in the county. These included ideas to improve amenities or attractions, educational offerings, arts and cultural resources, and outdoor recreation opportunities like trials and parks.

423 IDEAS **11.6%** OF ALL IDEAS

Subthemes:

- Parks & recreational amenities (147 ideas)
- General amenities / attractions (80 ideas)
- Arts and culture (65 ideas)
- Youth (37 ideas)
- Adult education and post-secondary options (28 ideas)
- Health and wellness (19 ideas)
- Sports (14 ideas)
- Night-time economy (9 ideas)
- Telecommuting and home businesses (5 ideas)

Summary of Ideas

The Lifestyle topic collected ideas related to maintaining or improving the quality of life in the county and improving its vibrancy. Parks and recreational amenities (like playgrounds, trails, and dog parks) were a popular category, with ideas to extend trails, and expand parks. Gathering places for community events and activities could help bring the community together. Arts and culture was another popular category with specific calls for a performing arts center in the county. General amenities ideas called for more "fun things to do" around the county, whether its an amusement park or more night life.

5 Jobs & Business

The overall health of the local economy, opportunities for small business growth or the diversity of job offerings were collected into the jobs and business theme. Other ideas related to specific industries or sectors, for example the burgeoning winery, brewery or distillery scene.

235 IDEAS **6.4%** OF ALL IDEAS

Subthemes:

- Retail and service options (41 ideas)
- Business and employment opportunity (40 ideas)
- Tax base (38 ideas)
- Small business climate (30 ideas)
- Tourism (23 ideas)
- Business and employment diversity (16 ideas)
- More jobs (15 ideas)
- Business attraction (14 ideas)
- Wineries, breweries, and distilleries (10 ideas)
- Quality jobs (8 ideas)

Summary of Ideas

The Jobs & Business topic offered a diversity of ideas on improving the overall performance of the local economy. Diversification was a major theme along with improving the climate for small business and allowing these enterprises to scale up in Loudoun. Other ideas called for strengthening the tax base through a solid and diverse local economy, ensuring greater opportunity for employment within the county rather than around the region, and fully maximizing the tourism potential.

6 Housing

The diversity, affordability or general provision of housing in the county. Several comments related to the provision of senior housing or affordable offerings for young or working families.

169 IDEAS

4.6% OF ALL IDEAS

Subthemes:

- Affordable housing provision (93 ideas)
- Diversity (36 ideas)
- Senior housing options (22 ideas)
- General housing provision (11 ideas)
- Fiscal impacts of growth (4 ideas)
- Renters (2 ideas)

Summary of Ideas

The Housing topic was a straight-forward category that collected all ideas related to the diversity and affordability of the county's housing stock. The overwhelming focus was on housing affordability. There was concern over the disconnect between jobs and available housing, as well as provisions for seniors / young people.

7 Community Infrastructure

Ideas related to the county's physical infrastructure, its telecommunications and internet provision, and the responsible extension of these services.

159 IDEAS

4.3% OF ALL IDEAS

Subthemes:

- Internet and telecommunications (42 ideas)
- Extension planning and considerations (38 ideas)
- Physical infrastructure (24 ideas)
- Water and sewer provision (23 ideas)
- Energy (16 ideas)
- Financial security (9 ideas)
- Renewable energy and sustainability (6 ideas)

Summary of Ideas

Within the Community Infrastructure topic were all ideas related to the above and below ground infrastructure of the county. The ideas recognized a disconnect between the highly connected (internet, fiber, etc.) East and the poorly connected West. There was trepidation around the extension of services like water and sewer without long-term fiscal plans to fully-fund the maintenance of this infrastructure.

8 People

The county's diversity, changing demographics and issues related to aging. Also the provision of, or need for social services to meet the need for existing population.

145 IDEAS

4.0% OF ALL IDEAS

Subthemes:

- Community services (49 ideas)
- Senior citizens (29 ideas)
- Diversity and culture (25 ideas)
- Population growth (15 ideas)
- Millennial generation (10 ideas)
- Socioeconomic (5 ideas)

Summary of Ideas

The People topic was a catch all for ideas related to rapidly changing demographics and needs of the county's people. Community services and protections for the county's most vulnerable (individuals with mental illness, disabilities, etc.) were a prime concern. Other comments focused on the county's increasingly diversity with calls to better celebrate this multiculturalism. The millennial generation and senior population should be considered as well.

Other collected themes

Of the 3,500+ reactions to the first question prompt around eight percent included ideas outside the focus of the Comprehensive Plan discussion. These ideas are important and will be shared with the pertinent groups.

Schools & Education Policy

School District policies and class organization. Class sizes and offerings along with teacher attraction and retention. Note: Education sub-theme under "Lifestyle" included ideas related to adult learning, post secondary options. Facility comments have been placed under Built Environment.

167
IDEAS

4.6%
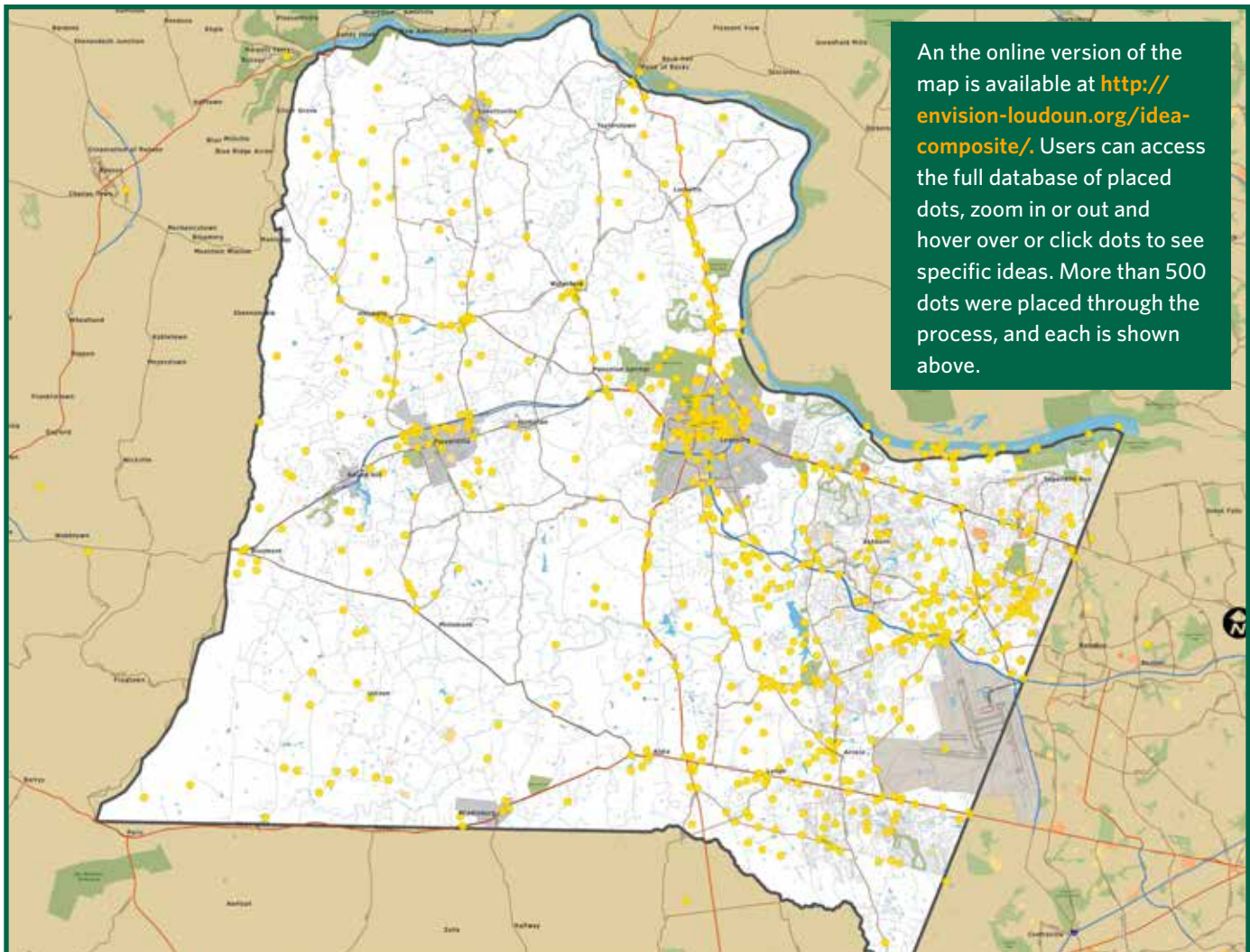OF ALL IDEAS

Governance & Implementation

Ideas related to efficiency or effectiveness of government, along with specific ideas for the implementation of the Comprehensive Plan. General communication and engagement with the public, and provision of basic services like snow removal.

124
IDEAS

3.4%
OF ALL IDEAS

Mapping Exercise

As participants shared ideas for prompt 1, "What do we need to do to make Loudoun County an even better community in the future?" they were encouraged to add a yellow sticker dot to a map if that idea was related to a specific place or geography. For instance, if an idea suggested a specific intersection could be improved, they would mark that intersection on their group's map or through the online tool. Hundreds of dots were added to maps both online and in-person. The map below shows every dot placed during the Listening & Learning round.

An the online version of the map is available at **http://envision-loudoun.org/idea-composite/.** Users can access the full database of placed dots, zoom in or out and hover over or click dots to see specific ideas. More than 500 dots were placed through the process, and each is shown above.

Prompt #2:

How will we know when we've succeeded?

Following the primary prompt participants were asked several follow up questions including, "How will we know when we've succeeded?". The second prompt generated more than 600 responses. Below are the top five themes that came out of those responses along with example comments that pertain to that theme.

1 Transportation

- "Stronger transportation options and less commute time."
- "You will see many people out walking, running, and biking."
- People can get where they want to go without a car."
- "Average commute will be less than an hour."
- "When congestion on the roads is reduced."

137
COMMENTS

2 Lifestyle

- "When we see our youth population engaging in community events and returning after secondary school."
- "Vibrant night-life around the Metro and other areas."
- "There will be spaces available for the performing arts, perhaps a dedicated theater."
- "Schools – the best in the country."
- "Great school system."

122
COMMENTS

3 Built Environment

- "Protected historic areas and western Loudoun."
- "More people living, working, and experiencing the historic towns. Building spaces fully rented, vibrant downtowns, family friendly activities."
- "The new development projects will contain fewer single use districts."
- "If the transition area is protected and not over-developed."
- "When higher density is approved."

96
COMMENTS

4 Environment & Agriculture

- "Maintain appearance of rural area."
- "See barn owls grow in numbers."
- "Renewable energy will be accurately measured for consumption and generation."
- "Reduce our 'concrete' footprint and expand our low-impact 'natural' footprint via natural trails for hiking, biking, horseback riding, and jogging."
- "The county will keep its rural nature with the existence of open space."

87
COMMENTS

5 Jobs & Businesses

- "Increase amount of employees that work in Loudoun."
- "Companies want to move here."
- "Good mix of small, medium, and large businesses."
- "Sustain innovation and creativity of businesses."
- "Higher paying jobs."

57
COMMENTS

What are the challenges or obstacles to realizing our vision or maximizing our opportunities?

A final prompt asked participants to consider, "What are the challenges or obstacles to realizing our vision or maximizing our opportunities?" The final prompt generated more than 500 responses. Below are the top five themes that came out of those responses along with example comments that pertain to that theme.

1 Built Environment

- "Existing built environment can't be rebuilt."
- "Managing growth."
- "Developers to recognize community desires."
- "Working with Towns and understanding zoning and planning."
- "Land, it's a limited resource."

135 COMMENTS

2 Transportation

- "Having transportation system be able to address development needs."
- "Cost and time of public transit."
- "Dangerous walking areas."
- "Getting people to use fewer cars."
- "Increase control over road construction and maintenance."

63 COMMENTS

3 People

- "Trying to accommodate many diverse viewpoints."
- "Lack of creativity."
- "The county is so spread out. Bring it all together."
- "Developing a consensus in the community."
- "Population based challenges."

54 COMMENTS

4 Environment & Agriculture

- "Ensure sustainability of development plans."
- "The challenge to improving our waterways is education and buy-in from our landowners, developers, and residents."
- "Challenge of valuing green and natural spaces over immediate economic gains."
- "Sustainable growth."

41 COMMENTS

5 Jobs & Businesses

- "Competition with other areas."
- "Realign tax base to achieve the vision."
- "Diversity of business sizes."
- "Attracting businesses with people on site who will support retail and dining during all hours of the day."
- "Finding funds."

33 COMMENTS

4. Appendix

All of the community input gathered to date has been included in the appendix. For any additional information or other questions please contact the planning team.

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