

# City of Alexandria, Virginia

## MEMORANDUM

DATE: SEPTEMBER 4, 2018

TO: MADAM CHAIR AND MEMBERS OF THE PLANNING COMMISSION

FROM: KARL W. MORITZ, DIRECTOR, PLANNING & ZONING

SUBJECT: UPCOMING ADVISORY GROUPS

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**ISSUE:** Three advisory groups will be considered for establishment or modification at the September 11, 2018 City Council Legislative meeting including a new Census 2020 Complete Count Committee, a new Green Building Policy Update Task Force, and temporary modification of the Eisenhower West/Landmark Van Dorn Implementation Advisory Group.

**RECOMMENDATION:** That the Planning Commission receive the update.

**BACKGROUND:** In its on-going efforts to provide meaningful civic engagement, City Council will be considering the establishment or modification of three groups at its September 11, 2018 Legislative meeting. These groups will provide a forum for public input on significant projects within the Department of Planning and Zoning that have been identified in the Long Range Planning Interdepartmental Work Program.

### **DISCUSSION:**

#### **Census 2020 Complete Count Committee (new group)**

To make the 2020 Census as accurate a count of the country's population as possible, the U.S. Bureau of the Census has requested that local governments establish "complete count committees." The purpose of these committees is to encourage local residents to participate in the Census. Similar to Alexandria's Complete Count Committee in 2010, City Council will be considering a resolution for a 2020 Committee consisting of up to 35 members representing neighborhood civic associations, community-based organizations and nonprofits, business organizations, and city agencies. Members of the Committee will be appointed by the City Manager following a call for nominations. The City Manager will designate the Chair of the Task Force and the Committee will start meeting by the end of 2018. The Department of Planning and Zoning will staff the Committee with support from other departments as appropriate. More information on the Committee and its proposed structure can be found in Attachment 1.

**Green Building Policy Update Task Force (new group)**

City Council will be considering a resolution to establish the Green Building Policy Update Task Force and authorize the City Manager to appoint 13 members to the Task Force following a call for nominations. As with the previous green building policy effort, the purpose of the Task Force will be to provide guidance to staff in development of the Green Building Policy update and related topics. The Task Force will maintain the same general representation of stakeholders as the 2009 Working Group, which included a representative of the Environmental Policy Commission, environmental advocates, technical experts, and members of the development industry. More information can be found in Attachment 2.

**Eisenhower West/Landmark Van Dorn Implementation Advisory Group (temporary modification of existing group)**

The Howard Hughes Corporation, owner of Landmark Mall, has indicated their readiness to move forward with redevelopment, which will require an update to the Landmark Mall framework plan and the Landmark/Van Dorn Corridor Plan (2009). City Council will be considering a resolution for a temporary amendment to the composition of the Ad Hoc Eisenhower West/Landmark Van Dorn Implementation Advisory Group to serve as the community forum for the duration of the Landmark Mall planning process, by adding one slot for the West End Business Association, and one slot for The Howard Hughes Corporation. The temporary slots would sunset upon completion of the planning process. With the additional slots, this group includes a broad cross-section of residents and business representation from the two planning areas, as well as members of City commissions. More information can be found in Attachment 3.

The above groups will provide an important venue for civic engagement and method for staff to obtain feedback on key policies, outreach, and discussion related to the Census 2020 Complete Count, the Green Building Policy Update, and the Landmark Mall re-planning effort projects identified in the Long Range Planning Interdepartmental Work Program.

**ATTACHMENTS:**

Attachment 1. Census 2020 Complete Count Committee Memo

Attachment 2. Green Building Policy Update Task Force Memo

Attachment 3. Eisenhower West-Landmark/Van Dorn Implementation Advisory Group

Temporary Change Memo

**STAFF:**

Emily Baker, Deputy City Manager

Karl Moritz, Director, Department of Planning and Zoning

Jeffrey Farner, Deputy Director, Department of Planning and Zoning

Carrie Beach, Division Chief, Neighborhood Planning and Community Development

Radhika Mohan, Principal Planner, Neighborhood Planning and Community Development

# City of Alexandria, Virginia

## MEMORANDUM

DATE: SEPTEMBER 11, 2018

TO: THE HONORABLE MAYOR AND MAYORS OF CITY COUNCIL

FROM: MARK B. JINKS, CITY MANAGER

SUBJECT: RESOLUTION ESTABLISHING A COMPLETE COUNT COMMITTEE FOR THE 2020 U.S. CENSUS

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**ISSUE:** The establishment of a Complete Count Committee for the 2020 U.S. Census to ensure an accurate count of the City's population.

**RECOMMENDATION:** That the City Council:

- 1) Approve the resolution (Attachment 1) establishing an Alexandria Complete Count Committee;
- 2) Authorize the City Manager to select a person to serve as Chair of the Committee; and
- 3) Authorize the City Manager to solicit and appoint members to the group.

**BACKGROUND:** The United States Constitution requires the Federal Government to conduct a national census every ten years. The next Census will be in April of 2020. To make this census as accurate a count of the country's population as possible, the U.S. Bureau of the Census has requested that local governments establish "complete count committees." The purpose of these committees is to encourage local residents to participate in the Census. Considering the Census Bureau's request and because the City has been undercounted in the past, there are good reasons to establish and fund an Alexandria complete count committee for the 2020 U.S. Census. The committee will need to be established by the end of 2018.

While the Census Bureau did not identify a statistically significant undercount for Alexandria's total population estimate for the 2010 U.S. Census, they found that certain demographic groups are more likely to be undercounted at a national level. The undercount was highest among minorities with an 2.06% undercount of the nation's non-Hispanic Black population and a 1.54% of the nation's Hispanic population. Renters were undercounted by 1.09%, and children under

the age of 4 were undercounted by 0.72%. As a result, minorities, renters, and families with children especially should be targets of the 2020 Complete Count Committee's efforts.

The Census Bureau identified hard-to-count tracts based on the share of households that mailed back their census questionnaires in 2010. A tract is considered "hard to count" if fewer than 73 percent of households returned their completed questionnaires. In Alexandria, hard-to-count tracts are located in and around the Alexandria West, Beauregard, Landmark, and Arlandria neighborhoods. In addition to targeting populations that have historically been undercounted, the 2020 Complete Count Committee should also focus their efforts on these hard-to-count tracts.

The City's official population figures for 1990, 2000, and 2010 were not adjusted by the Federal Government to take into consideration population undercounts. An undercount for 2020 will have two effects. First, it will mean less money from the Federal Government which often distributes certain monetary grants based on Census data; these grants include Head Start which is allocated based on the number of low-income children in a jurisdiction, and the Social Services Block Grant which is allocated based on states' total population relative to the entire US population. Second, a more accurate census count rather than one with a large undercount allows the City to plan its programs, services and land use with more confidence and accuracy. The ability to plan is further jeopardized because future periodic, between-census American Community Surveys will use the 2020 U.S. Census as a base; if the base is inaccurate the data from future surveys will also be inaccurate.

The 2010 Complete Count Committee included 32 people from neighborhood associations, service organizations and City agencies and sponsored public outreach events, distributed census marketing information and worked with partnership organizations to promote the Census. See Attachment 2 for a final report and listing of members. As a result of the City's Complete Count Committee and the local Census Bureau office, the rate of return of Census forms by post was increased and improved beyond the national rate of return and the City's rate of return for the previous 2000 Census. This is especially noteworthy since Alexandria was the only jurisdiction in Northern Virginia to increase its response rate in 2010 compared to 2000.

**DISCUSSION:** The Alexandria Complete Count Committee (Committee) should represent a broad cross section of Alexandria's population. It is particularly important that the Committee have strong representation from civic associations, community-based organizations and organizations that serve the population that is most likely to be undercounted. In 2010, the group included representatives of **26** neighborhood associations, service organizations and City agencies.

The Committee will work together to develop a program to educate and promote public participation in the upcoming Census, using the successes of the 2010 effort as a starting point. Highlights of the 2010 Complete Count program included:

- Held ten meetings from June 2009 through April 2010 to discuss and review policies on engaging schools, marketing and promotional materials and engaging the faith community.

- Worked with a public relations firm to create a slogan, “Yes We Count,” to include in promotion and marketing materials.
- Employed “giveaways,” at events such as t-shirts, pencils, tote bags, hats, coffee cups and balls.
- Installed bus and store posters designed by the Northern Virginia Community College design studio and written in English, Spanish, Arabic, and Amharic.
- Commissioned a public service announcement by a TC Williams High School student that aired on cable channels 70 and 71.
- Worked with the City’s Communications Office on website, Facebook, and Twitter posts.
- Offered promotion items design specifically for faith-based organizations.
- Sent direct mailers targeting households in zip codes that had low rates of return of the postal Census form.
- Had a presence at community events such as TC Williams Back to School Night, Citizens Day at City Hall, Charles Houston Pool Dedication, and the annual Saint Patrick’s Day Parade.
- Targeted outreach to census tracts with lower rates of return such as hosting information tables in building lobbies and targeted canvassing located within these census tracts.

For a complete list of the 2010 Committee's activities see Attachment 2.

**Composition:** Similar to 2010, it is proposed that the Complete Count Committee consist of up to 35 members representing neighborhood civic associations, community-based organizations and nonprofits, business organizations, and city agencies. Members of the Committee will be appointed by the City Manager following a call for nominations publicized through the City’s eNews service, notices to respective organizations, and the City’s website. The City Manager will designate the Chair of the Task Force.

The Department of Planning and Zoning will staff the Committee with support from other departments as appropriate. For the 2010 Committee, additional support from other City agencies included the Police Department, Health Department, and Department of Community and Human Services.

**FISCAL IMPACT:** For the 2000 Census, City Council provided a budget of \$25,000 for the Complete Count Committee. For 2010, City Council provided a budget of \$30,000 to support the same level of effort. For 2020, \$30,000 has been budgeted. A work program will be developed once the Committee has been established; programs may be similar to those of 2000 and 2010 but will also include social media and other new outreach tools effective in reaching a broad audience, including younger people (and are free).

Staff estimates a minimum of 500 hours of City Staff will be needed to support the Committee. The estimate consists of staff time that will be spent on meeting preparation and attendance, post-meeting activities, community outreach, and preparation of the annual status report.

**ATTACHMENTS:**

Attachment 1. Resolution

Attachment 2. 2010 Complete Count Committee Final Report

**STAFF:**

Emily Baker, Deputy City Manager

Karl Moritz, Director, Department of Planning and Zoning

Jeffrey Farner, Deputy Director, Department of Planning and Zoning

Carrie Beach, Division Chief, Neighborhood Planning and Community Development

Radhika Mohan, Principal Planner, Neighborhood Planning and Community Development

Sierra Latham, Urban Planner II, Neighborhood Planning and Community Development

*City of Alexandria, Virginia*

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**MEMORANDUM**

**DATE:** SEPTEMBER 11, 2018

**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

**FROM:** MARK B. JINKS, CITY MANAGER

**SUBJECT:** CONSIDERATION OF A RESOLUTION TO ESTABLISH A GREEN BUILDING POLICY UPDATE TASK FORCE

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**ISSUE:** Consideration of a resolution to establish the Green Building Policy Update Task Force.

**RECOMMENDATION:** That City Council:

- (1) Approve the attached resolution establishing the Green Building Policy Update Task Force ('Task Force');
- (2) Authorize the City Manager to appoint the 13 members of the Task Force.

**BACKGROUND:** The City's current Green Building Policy was adopted by City Council in 2009 as a result of policy research, the latest work at that time by third-party green building certification entities, and the efforts of the Green Building and Sustainable Development Working Group ('2009 Working Group'). This group was tasked with providing guidance on a policy establishing standards for green building in new development. The 2009 Working Group consisted of 29 members, including environmental advocates/technical experts, development industry professionals and City staff.

City Council has identified an update to the Green Building Policy as a priority in the FY 2019 Long-Range Planning Work Program. As with the previous green building policy effort, it is proposed that a Task Force be established to provide guidance to staff in development of an updated policy.

**DISCUSSION:** The purpose of the Task Force is to provide guidance on the 2019 Green Building Policy update, considering topics such as:

- increasing LEED or equivalent third-party green building certification standards for new private development and establishing separate standards for new public development;
- prioritizing specific green building elements;
- incorporating incentives to promote green building;
- introducing green building standards for existing buildings and for small buildings not subject to site plan review;

- instituting a building performance monitoring program; and
- establishing a Green Zone in the City.

**Composition:** The Task Force will be comprised of 13 slots, maintaining the same general representation of stakeholders as the 2009 Working Group:

- **(7) Environmental Advocates or Technical Experts**
  - (2) third-party green building certification organizations (two from different organizations)
  - (1) affordable housing developer representative
  - (1) Environmental Policy Commission (EPC) member
  - (1) environmental group
  - (1) architect with LEED certification
  - (1) environmental consultant
- **(6) Development Industry**
  - (2) large-scale developers
  - (2) residential home builders
  - (1) land use attorney
  - (1) development association

The EPC will designate its own representative, and the remaining members of the Task Force will be appointed by the City Manager following a call for nominations publicized through the City's eNews service, notices to respective organizations, and the City's website. The City Manager will make selections based upon applicants' stated areas of expertise and will designate the Chair of the Task Force.

**Expectation of Members:** It is anticipated that the Task Force will meet a minimum of (4) four times during the planning process, beginning in October 2018, in addition to attending work sessions and public hearings of the Planning Commission and City Council, concluding upon Council's consideration of the updated policy in June 2019. There may be additional staff-led working meetings of the Task Force.

In addition to providing guidance relative to their areas of expertise and as outlined above, Task Force members are expected to assist and support the City's community engagement outreach efforts and meeting activities by 1) providing updates on the status of the planning activities and tasks to their member commissions, boards, and/or organizations, in addition to community residents at-large; 2) speaking on behalf of those groups and communicating their interests in this process; and 3) attending all meetings prepared by reading assigned materials and information. If unable to attend, members are encouraged to read materials provided and provide any comments in a timely manner.

**Responsibilities of the Chair:** The Chair is expected to serve as a spokesperson for the Task Force, serve as a meeting facilitator, and work with City staff to set Task Force meeting agendas and final letter(s) to the Director of Planning and Zoning.



**Staff Support:** The Task Force will be staffed by representatives of the Department of Planning and Zoning.

**Sunset:** The Task Force will sunset upon completion of the update.

**FISCAL IMPACT:**

There is no fiscal impact associated with the Task Force.

**STAFF:**

Mark Jinks, City Manager

Karl Moritz, Director, Planning and Zoning

Ann Horowitz, Principal Planner, Planning and Zoning

Stephanie Free, Urban Planner, Planning and Zoning

City of Alexandria, Virginia

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MEMORANDUM

**DATE:** SEPTEMBER 11, 2018

**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

**FROM:** MARK B. JINKS, CITY MANAGER

**SUBJECT:** CONSIDERATION OF A RESOLUTION FOR A TEMPORARY CHANGE TO THE COMPOSITION OF THE EISENHOWER WEST - LANDMARK/VAN DORN IMPLEMENTATION ADVISORY GROUP

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**ISSUE:** Consideration of a resolution for a temporary change to the composition of the Eisenhower West/Landmark Van Dorn Implementation Advisory Group for the duration of the Landmark Mall re-planning process.

**RECOMMENDATION:** Staff recommends that City Council approve the resolution temporarily amending the composition of the Ad Hoc Eisenhower West – Landmark/Van Dorn Implementation Advisory Group for the duration of the Landmark Mall re-planning process by adding one slot for the West End Business Association, and one slot for The Howard Hughes Corporation. The temporary slots would sunset upon completion of the planning process.

**BACKGROUND:** On March 29, 2016, the City Council established an Ad Hoc Eisenhower West – Landmark/Van Dorn Implementation Advisory Group (‘EW-LVD Advisory Group’) through [Resolution 2717](#). The mission of this group is to provide guidance to staff on implementation of the Eisenhower West Small Area Plan (2015) and the Landmark/Van Dorn Corridor Plan (2009) (‘Plans’). This group includes a broad cross-section of residents and business representation from the two planning areas, as well as members of City commissions, three of whom also live in the planning area.

After lengthy delays as a result of changes to ownership structure, department store control and the real estate market, The Howard Hughes Corporation, owner of Landmark Mall, has recently indicated their readiness to move forward with redevelopment, which will require an update to the Landmark Mall framework plan and Landmark/Van Dorn Corridor Plan. City Council has identified this effort as a priority in the FY 2019 Long-Range Planning Work Program.

**DISCUSSION:** Considering the magnitude and importance of this project to the surrounding community and city as a whole, community engagement is vital to its success. Staff proposes that the existing EW-LVD Advisory Group serve as the community forum for the planning process. As currently configured, the group includes five at-large resident slots, four at-large

business slots, and five City Commission slots, for a total of 14 slots. All five of the resident slots are filled with EW-LVD residents, and three of the five City Commission slots are filled with EW-LVD residents. Members who fill the four business slots represent the Chamber of Commerce, local property owners, and the Eisenhower Partnership. The current members represent the diversity of neighborhoods in and near the planning area, including nearby condominium and apartment properties, single family and townhouse developments, as well as community associations including Seminary Hills, West End Coalition, and Cameron Station.

In order to ensure adequate representation of West End businesses and the property owners of the Mall, Staff proposes that the 14-member group be temporarily expanded with the addition of two temporary slots (for a total of 16 slots) to add representation of the business association in the Landmark Mall area, as well as the Landmark Mall developer, The Howard Hughes Corporation (HHC). It is proposed that each organization will appoint their own representative. The temporary slots would sunset upon completion of the Landmark Mall re-planning process.

With the additions, the composition of the group would be:

**Existing slots (14)**

- At-Large, Resident (5)
- At-Large, Business Representative (4)
- Planning Commission (1)
- Alexandria Housing Affordability Advisory Committee (1)
- Parks and Recreation Commission (1)
- Transportation Commission (1)
- Environmental Policy Commission (1)

***Additional, temporary slots (2)***

- *West End Business Association (1)*
- *The Howard Hughes Corporation (1)*

All Advisory Group meetings will be open to the public at large, and there will also be opportunities for members of the community to participate online. The community engagement process is anticipated to begin in November 2018 and conclude in April 2019.

**FISCAL IMPACT:** There is no fiscal impact associated with adding two temporary slots to the Advisory Group.

**ATTACHMENT:**

Attachment 1: Proposed Resolution

**STAFF:**

Mark Jinks, City Manager

Karl Moritz, Director, Department of Planning and Zoning

Carrie Beach, Division Chief, Department of Planning and Zoning

Ashley Labadie, Urban Planner, Department of Planning and Zoning