City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 24, 2020

TO: CHAIR MACEK AND MEMBERS OF THE PLANNING

COMMISSION

FROM: KARL W. MORITZ, DIRECTOR, DEPARTMENT OF PLANNING

AND ZONING

SUBJECT: UPDATE ON THE PLANNING PROCESS FOR ARLANDRIA AND

DEL RAY

<u>ISSUE</u>: What did we learn from the fall community listening sessions and several months of outreach in the Arlandria and Del Ray neighborhoods and how will that shape the rest of the planning process?

RECOMMENDATION: Provide feedback on the fall engagement activities and guidance on the proposed planning process.

BACKGROUND: The Department of Planning and Zoning is partnering with the Office of Housing and other City departments to update the Plans for Arlandria and Del Ray (including the 2005 Mount Vernon Avenue Business Plan and the 2003 Arlandria Action Plan, as shown in Figure 1).

For the initial stage of the plan update process, staff launched a process to engage the community early to hear about their issues and concerns, and ensure that engagement was inclusive, equitable, and conducted in a variety of different formats and geographic locations. Prior to that outreach, the City reached out to stakeholders and invited community and neighborhood organizations and businesses in and around Arlandria and Del Ray to help shape fall community conversations.

Staff's proactive approach to engaging the entire community was based on a bilingual experience with all outreach and engagement done in both Spanish and English. This included the project webpage, eNews notifications, flyers, questionnaires, meetings, popups, and mobile engagement. In addition to utilizing in-house Spanish language speakers, the City hired a communications consultant with experience presenting to and engaging the Latinx community and developed community ambassadors early to ensure effective outreach.

<u>DISCUSSION</u>: Over the course of the fall engagement in Arlandria and Del Ray, City staff accomplished:

- 35 one-on-one meetings or presentations;
- 9 mobile pop-ups in the Arlandria and Del Ray neighborhoods;
- 2 large community conversations in Del Ray and Arlandria;
- Over 800 responses to an online questionnaire (over 620 English responses; over 230 Spanish responses); and
- Coverage in El Tiempo Latino and Univision.

Information gathered during these engagements highlighted issues of importance to community members and helped inform a framework for the rest of the planning process to ensure that it is responsive to their needs and concerns.

Through the outreach conducted in both neighborhoods, including the in-person and online questionnaire (see Attachment 1), staff heard some consistent themes. Many people value their neighborhood walkability, the calm, small town feel, and proximity to employment centers. They identified pedestrian safety, public transportation, and neighborhood amenities like retail, community activities, and parks and playgrounds as things that are most important in their neighborhood. There were also some noticeable differences in the Spanish and English language questionnaire results in terms of the top 5 most important things for respondents and their families as listed below:

Spanish Language Questionnaire

- Housing Options and/or Affordability
- 2. Increasing Minimum Wage
- 3. Pedestrian Safety
- 4. Job Opportunities
- 5. Public Transportation

English Language Questionnaire

- 1. Restaurants and Stores
- 2. Pedestrian Safety
- 3. Neighborhood Safety
- 4. Community Activities
- 5. Parks and Playgrounds
- (6. Public Transportation)

Based on what we heard, staff is proposing to phase the planning process with a series of interactive community conversations on themes highlighted by the fall listening sessions (see Attachment 4).

The phased planning process would begin with a kick off to identify an overarching vision and plan goals. After establishing these, the process would focus on Housing Affordability in Arlandria, as that is the most urgent issue in the plan area based on pressing redevelopment interest in the neighborhood and pressure from redevelopment outside the Plan area. Meetings in the spring will focus on developing a vision and supporting goals, as well as identifying specific issues, tools and strategies for addressing housing affordability in Arlandria. Staff will return to the Planning Commission and City Council in the early fall with recommendations for consideration.

Subsequently, the next phase of the planning process will focus on additional topics of importance highlighted by the communities: neighborhood character (cultural identity, historic preservation, parks and playgrounds), housing in Del Ray, mobility (pedestrian and bicycle safety, public transportation), and retail (commercial vitality, small business retention and health). This portion of the planning process will address issues in both neighborhoods and may utilize either an advisory group or a network of community ambassadors to assist with outreach and continuity of participation.

The final plan will cover the entire Mount Vernon Avenue corridor with sections or chapters devoted to particular areas as appropriate. Draft options and recommendations will be introduced in spring 2021 for discussion and refinement before posting a final draft plan for consideration and adoption in fall 2021.

Job opportunities and increasing minimum wage were also important issues identified in the Spanish language questionnaire. Although these issues are outside the scope of a land use plan, they are certainly related. Staff will work with other City departments who are engaged on this issue to address these topics and ensure that plan recommendations do not exacerbate these issues of importance.

The fall pre-planning work demonstrated that meeting the community where they are – running errands along Mount Vernon Avenue on the weekends, at recreation centers, PTA meetings, and other important community organization meetings on weekday evenings – through pop-ups and mobile engagement is the best way to involve people. Staff will continue to use this type of grassroots participation in combination with online engagement to supplement larger, in-person meetings.

Additionally, the Del Ray Citizens Association recently conducted a survey of their membership and residents of Del Ray to identify concerns relating to an update of the Mount Vernon Avenue Business Plan. An overview letter and survey results have been provided in Attachment 5.

<u>NEXT STEPS</u>: Staff will incorporate guidance provided by Planning Commission and City Council at the February 2020 meetings into the proposed process and start the process outlined in Attachment 4.

<u>FISCAL IMPACT</u>: Funding has been allocated for this project through the City's Capital Improvement Program and through a Virginia Housing Development Authority (VHDA) grant.

ATTACHMENTS:

- 1. Questionnaire Sample
- 2. Engagement Video Link
- 3. Matea Group Final Report
- 4. Proposed Plan Update Work Plan
- 5. Del Ray Citizens Association Letter and Survey Results

Figure 1. Existing Plans

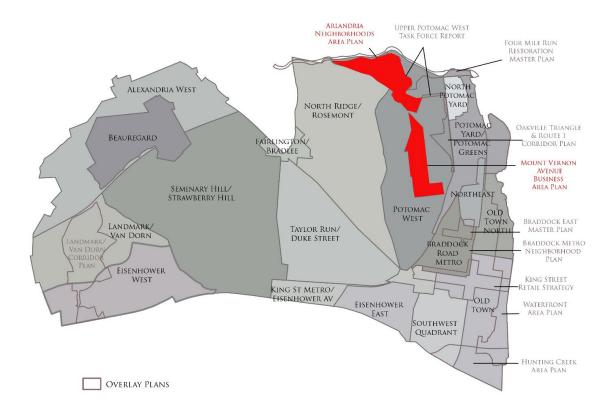


Figure 2. Draft Planning Process



Answer this quick questionnaire to share your thoughts LET'S SHAPE THE FUTURE OF OUR COMMUNITY



Your answers to the following questions will help the City understand how you view and experience your neighborhood. Your response will also help shape the topics to be addressed in the next phase of this project.

.Which	of	the	following	place	names	best	represents	your
eighbo	rho	od? C	choose all	that ap	ply.			

- a. Chirilagua d. Hume Springs g. Other, please specify:
- c. Del Ray f. Warwick Village
- 2.What are the **top 3 things** most important to you and your family in your neighborhood?

 a. Community Activities (ex. festivals, sports leagues, rec center programming)
- b. Housing Options and/or Affordability
- c. Public Transportation (ex. buses and bus shelters, bikes, sidewalks, scooters)
 d. Pedestrian Safety (ex. well-lit sidewalks, crosswalks, handicap ramps, speed limits)
- d. Pedestrian Safety (ex. well-lif sidewalks, crosswalks, handicap ramps, speed limit
- e. Restaurants and Stores (ex. markets, grocery stores) f. Parks and Playgrounds

e. Lynhaven

- g. Job Opportunities
- h. Increasing the minimum wage

b. Arlandria

- i. Childcare
- j. Medical Care k. Churches and Religious Organizations
- j. Neighborhood Safety (ex. crime prevention, emergency services)
- Any additional comments?_____
- 3.What are the **top 2** things you **love** about your neighborhood?
- 4.What are the **top 2 challenges** facing your neighborhood?

RESPONDA ESTA BREVE ENCUESTA PARA COMPARTIR SU OPINIÓ CREEMOS EL FUTURO DE NUESTRA COMUNIDAD



Las respuestas a las siguientes preguntas ayudarán a la Ciudad de Alexandria entender cómo usted percibe y se siente en su vecindario. Al mismo tiempo, su participación ayudará a formar los temas que se discutirán en la próxima etapa de

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participación ayudará	a formar	los temas	que se	discutirán	en la	próxima	etapa	de
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- 1.¿Cuál de estos **nombres** de lugares representa su vecindario? **Escoja todos los que apliquen.**a. Chirilagua d. Hume Springs a. Otro nombre.
 - a. Chirilagua d. Hume Springs g. Otro nombre, b. Arlandria e. Lynhaven favor escríbalo:_____
- c. Del Ray f. Warwick Village

 2.; Cuáles son los **3 temas más** importantes para usted y su familia

en su vecindario? a. Actividades en la comunidad (por ejemplo, festivales, ligas deportivas, programa en el centro de recreación)

- b.Opciones de viviendas y/o viviendas a bajo costo
- c. Transporte público (por ejemplo, buses y paradas de autobuses, bicicletas, aceras, scooters)
- d. Seguridad peatonal (por ejemplo, aceras iluminadas, cruces peatonales, rampas de discapacitados, limites de velocidad)
- e. Restaurantes, tiendas y supermercados
- f. Parques y áreas de juego infantil
- g. Oportunidades de trabajo
- h. Subir el salario mínimo
- n. Subir ei salario minimo

Cuidado infantil

- j. Cuidado médico
- k. Iglesias y organizaciones religiosas
- l. Seguridad del vecindario (por ejemplo, prevención de crímenes, servicios de emergencia)
- ¿Algún comentario adicional? ______
- 3.¿Cuáles son las **2 cosas que más le encanta** de su vecindario?
- 4.¿Cuáles son los **2 retos más grandes** que tiene su vecindario?



Report on Outreach, Language and Communication Services for Arlandria and Del Ray Master Plan Process

January 10, 2020 Prepared by Matea Group



Abstract

The City of Alexandria Department of Planning & Zoning solicited consultant support for Outreach, Language and Communications services to assist in the Mount Vernon Plans Update (which includes the 2005 Mount Vernon Avenue Business Plan and the 2003 Arlandria Action Plan). The goal for this project was to obtain full participation in English and Spanish of the planning process by all members of the two communities which are the foci of the Plans Update, namely, the Arlandria community and Del Ray community.

The City contracted Matea Group LLC (Matea) to provide such services for the pre-planning process during the fall season of 2019. Matea provides a strong background in public relations, civic engagement and planning as well as proven experience working with communities of diverse populations, including Spanish-speaking populations.

The Matea Group, LLC

The Matea Group, LLC (Matea) is a multidisciplinary public engagement firm with the mission of empowering communities. With an emphasis on diverse communities, Matea offers tactical communications, translations, graphic design, planning and public engagement services. Matea is HUBZone certified by the Small Business Administration and a Latina owned business headquartered in Wheaton, Maryland.



How we did it

For the Spanish and English outreach and communication process to be meaningful and produce impactful results, it must have an effort to intentionally engage the diverse population living and working in the planning areas. To that end, the outreach team conducted a variety of activities to connect with all audiences, particularly hard to reach populations who may have never participated in a master plan process.

The team embarked on the pre-planning process from September to January 2020 by contacting community leaders in both Arlandria and Del Ray. They asked these leaders - residents, community-based organizations, businesses, institutions and government organizations – to provide:

- Their input on the type of questions we should be asking in the pre-planning questionnaire to get communities involved.
- Their input on dates, times and places for the Arlandria community conversation and the Del Ray community conversation. These two events provided the venue for each community to discuss, together, how to shape their future.
- Their input on best locations for the street outreach team to meet people where they live and work in Arlandria and Del Ray.

After getting all the input, the outreach team moved into action.

Street outreach

To achieve intentional outreach, it is critical to go where people live and work. It was determined that having an outreach table at a local event was not enough. Therefore, the team decided to take over the streets of Arlandria and Del Ray wearing bright blue shirts to make their presence known while purposely walking up to people to:

- 1. Have a conversation about their experience in their neighborhood,
- 2. Invite them to the community conversation in either Arlandria or Del Ray; and
- 3. Invite them to complete the pre-planning questionnaire.

To achieve this, the street outreach team, which included City of Alexandria planners, spent weekends and weekdays walking the streets of Arlandria and Del Ray visiting athletic fields, farmer markets, laundromats, markets, dog parks, coffeeshops and playgrounds.

In every visit, the outreach team held these conversations in either English or Spanish.















For example, on a Sunday afternoon, the outreach team had conversations with people in strategic locations:

- Approached people as they were walking out of a religious service.
- At playgrounds.
- Walked into local stores and restaurants to invite owners and employees to the community conversations and placed posters at their shops announcing the events.
- Talked to pedestrian and bike safety advocates who were attending a march on "World Day of Remembrance for Road Traffic Victims" in Arlandria.
- Talked to shoppers throughout Mt. Vernon Ave.
- Talked to people in bus shelters as they waited for the bus to arrive.

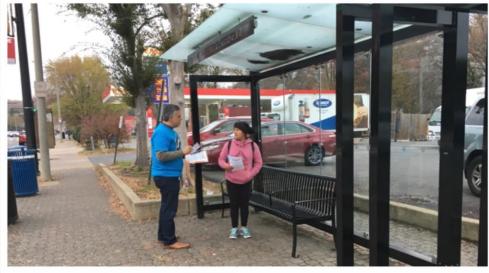


Another great example of outreach took place on weekdays, where a variety of activities took place, including:

- Talking to day laborers at 6am at the famous Tiger Market in Arlandria as workers waited for job offers. We brought in doughnuts and coffee to share with them while having these conversations.
- Talking to parents of elementary school kids as they gathered at school bus stops. We also shared doughnuts and coffee with them. This was done in the morning and also in the afternoon as parents where waiting for their kids to arrive.
- Talked to people as they waited for the bus on their way to work.
- Got on the bus to talk to riders.







Community Conversations:

The Community Conversation in Arlandria took place on Thursday November 21, 2019, from 6pm to 7:30pm at Cora Kelly Elementary School in Arlandria. The event offered free childcare and food.

With a large Spanish speaking population, this community conversation was held in Spanish with English translation, bringing in 66 participants, plus approximately 15 children.

Ahead of this event, Univision - the largest Spanish speaking TV network in the nation and the dominant news outlet for Spanish speakers in the DC region – did a news segment urging residents to attend the Arlandria Community Conversation. Alexandria City Councilmember Canek Aguirre joined the interview with City of Alexandria Planner José Ayala and consultant Natali Fani-González.

Furthermore, El Tiempo Latino, the largest Spanish speaking newspaper in the DC region, attended the event and published an article about it.

To watch the Univision interview:

https://noticiasya.com/washington-dc/2019/11/20/piden-apoyo-de-la-comunidad-latina-para-salvar-chirilagua-en-virginia/

To read El Tiempo Latino's article:

http://eltiempolatino.com/news/2019/dec/03/chirilagua-altos-precios-en-viviendas-podrian-caus/



■ WASHINGTON DC V Q BUSCAR



PIDEN APOYO DE LA COMUNIDAD LATINA PARA SALVAR CHIRILAGUA EN VIRGINIA

(NOTICIAS YA).- La ciudad de Alexandria esta pidiendo el apovo de la comunidad latina para formar parte de los próximos cambios de infraestructura que se realizarán en la zona conocida como Chirilagua.

Pero algunos residentes y negociantes temen que tendrán que desalojar el área debido a la llegada de la empresa multimillonaria Amazon al norte de Virginia. El concejal Canek Aguirre asegura que ahora es el momento de participar en las conversaciones con el gobierno local para salvar esta comunidad que ha recibido por décadas a la comunidad inmigrante.



ADVERTISE WILL

A2 . 6 DE DICIEMBRE DE 2019 · EL TIEMPO LATINO · ELTIEMPOLATINO.COM

LOCALES

VA: Latinos temen desplazamiento forzado por aumento de vivienda en Arlandria

El costo de los incrementado 17%

Por Tomás Guevara

Viene de la página A1

"En esta área va a estar una nue de Amazon y un campus de la Universidad de Virginia Tech, eso significa que va venir mucha más gente, mucho más trabajo; ero el miedo es que haya de lazamientos por no poder pag la renta porque está subiendo demasiado. Ese es el gran temor, pero estamos aquí para escuchar las inquietudes de los vecinos de organización de Inqu Arlandria, para encontrar solu-ciones y que no se tengan que ir", comenta Natali Fani-González, Ciudad de Alexandria.

15 años, y que junto a sus vecinos de Washington. muestra su preocupación en este ruentro porque la factura de la organización trabaja para coor

bajadores Unidos en Ariandria, Evelin Urrutia, comenta a El Alexandria quiere hacer algo bo-Tiempo Latino que el miedo al nito por Chirilagua, por nuestra De hecho, los precios siguen tendencia de presión, en cuanto una vertiginosa subida año tras a vivienda asequible, que están una vertiginosa subida año tras a vivienda asequible, que están como organización es importan- de información y para 2021 el año, esgún explica Elmer Zamo- experimentando los vecindarios te que la comunidad participe en ra, un salvadoreño que ha residi-aledaños a otros polos de desarro-do en este vecindario desde hace llo en toda el Área Metropolitana tomadores de decisión cualles son "Para la ciudad es su Para esta activista, quien desde plica Evelin Urrutia.

vivienda cada vez absorbe más dinar esfuerzos con el gobierno gado de planificación urbana del ras en el tejido social y protección que la llegada de grandes empre

desplazamiento es real, porque comunidad, es bueno que se fo-este vecindario sigue la misma calice en las familias que viven en el acercamiento a la comunidad, este vecindario y para nosotros us necesidades del día a día", ex-

Por su parte José Ayala, encar-

les que colindan con ese polo de arrollo en el vecino Arlington.

La reunión de ese jueves es la el acercamiento a la comunidad, luego vendría el procesamiento

importante mantener una diversi-ficación económica de ingresos de





necessor economica e magnessore sua residentes que haya vivienda en el precio de la venta de vivien-que el mercado inmobilitario en de bujo costa, por lo que estamos das en el condado de Arlington, Arlington es incapaz de mante-

vivienda cada vez absorbe mas sus ingressos. "Aqui no le hacen de la ciudad y con la comunidad, gobierno de la ciudad, creeque es sus ingressos." Aqui no le hacen de la ciudad y con la comunidad, gobierno de la ciudad, creeque es tacieno un anansis para ayudar segun un anansis de la piatator nerse al qua con una uemanua a encontrar soluciones en este ma de bienes raices Realtor.com, abrumadora de viviendas. El porque a partir de tal secha costará la linea la necesidad de que este local haya ordenado hacer un escalo que el incremento de la ciudad, creeque es nacienos un anansis de la piatator nerse al qua con una uemanua a encontrar soluciones en este ma de bienes raices Realtor.com, abrumadora de viviendas. El jorque a partir de tal secha costará la linea la necesidad de que este local haya ordenado hacer un escalo que el incremento de la ciudad, creeque es nacienos un anansis de la piatator nerse al qua con una uemanua a encontrar soluciones en este ma de bienes raices Realtor.com, abrumadora de viviendas. El jorque el incremento de la ciudad y con la comunidad, gobierno de la ciudad, creeque es nacienos un anansis de la piatator nerse al qua con una uemanua a encontrar soluciones en este ma de bienes raices Realtor.com, que calcula que el incremento de la ciudad y con la ciudad, creeque es nacienos un anansis de la piatator nerse al qua con una uemanua a encontrar soluciones en este ma de bienes raices Realtor.com, abrumadora de viviendas. El jorque el incremento de la ciudad y con la ciudad ca minarcine transacous cuma non minarcine transacous cuma non al norte de Virginia, como su 1776 muy por encima de la media del mercado indicarría que se segunda caso dosnavío de Scattle.

The Community Conversation in Del Ray took place on Thursday December 12, 2019, from 6:30pm to 8:00pm at Mount Vernon Community School in Del Ray. The event offered free childcare and food.

This event was held in English with Spanish translation available, yet no one attending needed translation services. There were 52 participants at this event, plus approximately 3 children.





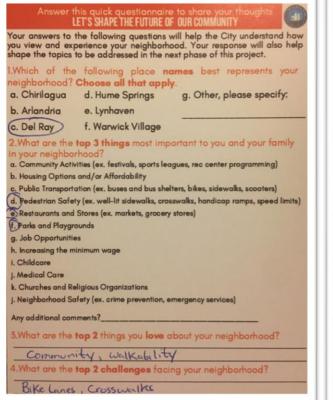


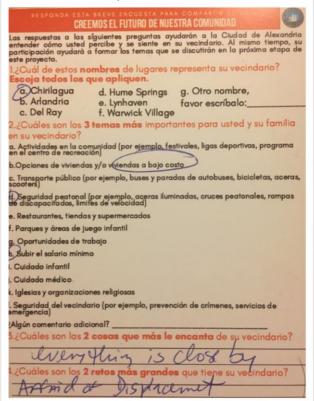
Pre-Planning Questionnaires:

We created a pre-planning questionnaire in English and Spanish that the street outreach team used as they approached people. The questionnaire was also promoted in the community conversations as well as via the City of Alexandria eNews Service and their twitter account.

624 people answered the questionnaire in English

233 people answered the questionnaire in Spanish





Above are actual questionnaire responses from residents. Once the online questionnaire period ended (December 16, 2019), the team collected the data and found the following: Large number of people identifying **Arlandria and/or Chirilagua** as their neighborhood wrote in their questionnaire:

- I love my neighborhood because everything is nearby; I walk to stores, the bus stop, the schools, and church.
- Many participants shared that they have relatives and friends living within the neighborhood.
- They identified not only as most important issues in the check list (question number two in the questionnaire) but also wrote it as comments to emphasize that they strongly care for the following issues, in order of priority:
 - 1. Housing affordability in their neighborhood.
 - Need of reliable public transportation that can take people quickly to job centers, particularly in DC, throughout the day and evening.
 - 3. Need more pedestrian safety measures, with an emphasis on more bus shelters and well-lit sidewalks from bus stops to buildings.
 - 4. More jobs with higher wages.
 - 5. Concern about amount of trash in the area.
 - 6. Concern about amount of snow on sidewalks towards bus stops.
 - 7. Cars driving too fast.
 - 8. Poor condition of apartment buildings.
 - 9. Concern about crime and need of affordable afterschool activities for young children and teenagers.



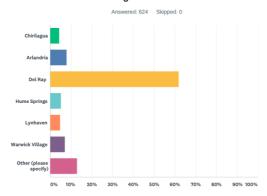
Large number of people identifying **Del Ray** as their neighborhood wrote in their questionnaire:

- Love the sense of community in my neighborhood, the small town scale, the walkability to coffee shops, retail and numerous events.
- They identified not only as most important issues in the check list (question number two in the questionnaire) but also wrote it as comments to emphasize that they strongly care for the following issues, in order of priority:
 - 1. Love the walkability to everything, particularly stores.
 - 2. Love the small-town feel, historic and charming.
 - 3. Great community events including the farmers market.
 - 4. Concerns about crime, need to implement more crime prevention activities.
 - 5. Concerns about high densities that could destroy the historic charm.
 - 6. Improving pedestrian safety for pedestrians and cyclists.
 - 7. Too much traffic congestion.
 - 8. Cars are speeding, need ways to slow them down.
 - 9. Terrible cut through traffic in neighborhoods
 - 10. Housing affordability
 - 11. Lack of parking
 - 12. Scooters on the sidewalk



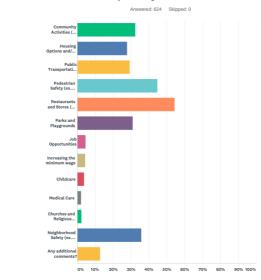
English Questionnaire results for questions 1 and 2:

Q1 Which of the following place names best represents your neighborhood?



ANSWER CHOICES	RESPONSES	
Chirilagua	4.33%	27
Arlandria	8.01%	50
Del Ray	61.86%	386
Hume Springs	5.29%	33
Lynhaven	4.81%	30
Warwick Village	7.21%	45
Other (please specify)	12.98%	81
Total Respondents: 624		

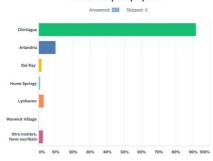
Q2 What are the top 3 things most important to you and your family in your neighborhood?



ANSWER CHOICES	RESPONSES	;
Community Activities (ex. festivals, sports leagues, rec center programming)	32.37%	202
Housing Options and/or Affordability	27.72%	173
Public Transportation (ex. buses and bus shelters, bikes, sidewalks, scooters)	29.33%	183
Pedestrian Safety (ex. well-lit sidewalks, crosswalks, handicap ramps, speed limits)	44.87%	280
Restaurants and Stores (ex. markets, grocery stores)	54.49%	340

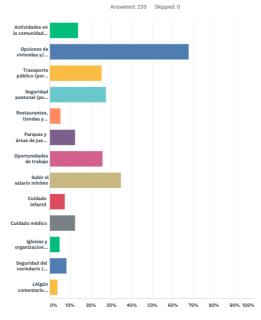
Spanish Questionnaire results for questions 1 and 2:

Q1 ¿Cuál de estos nombres de lugares representa su vecindario? Escoja todos los que apliquen.



ANSWER CHOICES	RESPONSES	
Chirilagua	91.85%	214
Arlandria	9.87%	23
Del Ray	1.72%	4
Hume Springs	0.86%	2
Lynhaven	3.00%	7
Warwick Village	0.00%	0
Otro nombre, favor escribalo	2.58%	6

Q2 ¿Cuáles son los 3 temas más importantes para usted y su familia en su vecindario?



ANSWER CHOICES	RESPON	ISES
Actividades en la comunidad (por ejemplo, festivales, ligas deportivas, programa en el centro de recreación)	13.73%	32
Opciones de viviendas y/o viviendas a bajo costo	67.81%	158
Transporte público (por ejemplo, buses y paradas de autobuses, bicicletas, aceras, scooters)	25.32%	59
Seguridad peatonal (por ejemplo, aceras iluminadas, cruces peatonales, rampas de discapacitados, limites de velocidad)	27.47%	64
Restaurantes, tiendas y supermercados	5.15%	12

What we heard

Looking at the data from the questionnaire and the notes from the two community conversations, these are the top takeaways:

- There is a strong sense of community in both Arlandria and Del Ray, separately. We constantly heard phrases: "I love Chirilagua because my friends live here and I can walk everywhere," and "the social atmosphere in Del Ray is unique; we are proud of our small businesses."
- Housing affordability was an issue in both communities, but it was far more critical in Arlandria. The fear of displacement in Arlandria was the main conversation during street outreach efforts and the community conversations. In fact, even community members in Del Ray expressed in numerous occasions that they thought the City needed to take special steps to ensure Arlandria residents would be able to afford to stay in their community. Some residents mentioned, "Arlandria, now Chirilagua, must be protected to avoid the displacement African Americans suffered in Del Ray years ago."
- Pedestrian safety and public transportation were both highly important issues. In both areas, residents were concerned about cars driving too fast and the need of making Mt. Vernon Ave. safer for pedestrians.
 - In Arlandria, people asked for bus shelters throughout the area, streetlights that lead from bus shelters to apartment buildings, and a more efficient bus network that takes people from Arlandria to DC faster at all times.
 - In Del Ray, people mentioned the need of having more crosswalks and traffic lights along Mt. Vernon, as well as more parking and the enforcement of parking regulations. There was also a big push for protected bike lanes and getting scooters off sidewalks.
- Retail was important in both communities, in particular having more unique boutiques in Del Ray. In Arlandria, community

members expressed the need of supporting their local businesses and offering technical assistance so they can modernize. For example, the lack of wifi in Arlandria coffee shops was mentioned several times.

- Arlandria no more. The demographic shift in this area is clear, and with pride, this community wants to be officially called Chirilagua.
- Participants expressed the need of having more historic markers and cultural references in their communities.
- In both neighborhoods, participants urged having more affordable after school activities for children.



Recommendation, Next Steps

- Based on the strong differences of the two planning areas, each with its unique challenges, it is recommended to have two master plans: One for Del Ray and one for Arlandria to properly addressed the needs and aspirations of each community.
- As reflected in Arlandria, low-income workers are most impacted by the low minimum wage (which is much lower than in neighboring DC and Maryland); the lack of affordable housing makes quality of life more challenging for residents in the area with low paying jobs. Consider sharing this reality with local, state and federal legislators; it's urgent to increase the minimum wage.
- Consider looking carefully at the notes for each community conversation as well as the questionnaire to see what issues are "low hanging fruits" that the City can quickly take care of. That way, at the next community conversation, City planners can also report on short term solutions to problems that were shared during the pre-planning process. In general, to keep people engaged, people need to see and feel that they are being heard. In general, achieving small community victories during the planning process will help planners develop trust with community members.
- During the community conversations, the outreach team asked participants: what are the best ways to follow up with you? They responded:

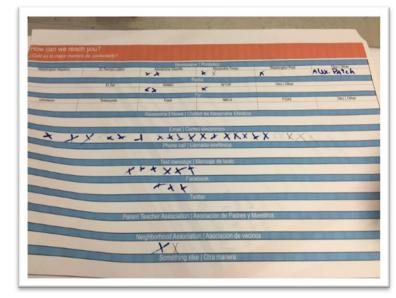
Arlandria, the majority preferred:

- 1. Phone call
- 2. Text message
- 3. Email
- Via news outlets with: El Tiempo Latino and Univision



Del Ray, the majority preferred:

- 1. Email
- 2. Text message
- 3. Some marked:
 Facebook,
 Alexandria Gazette,
 Alexandria Times,
 civic associations
 and WAMU radio.

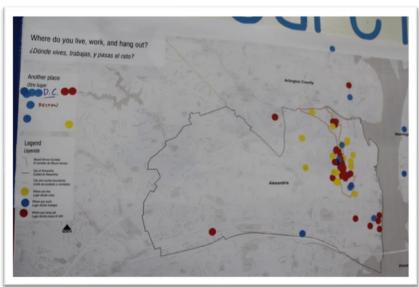


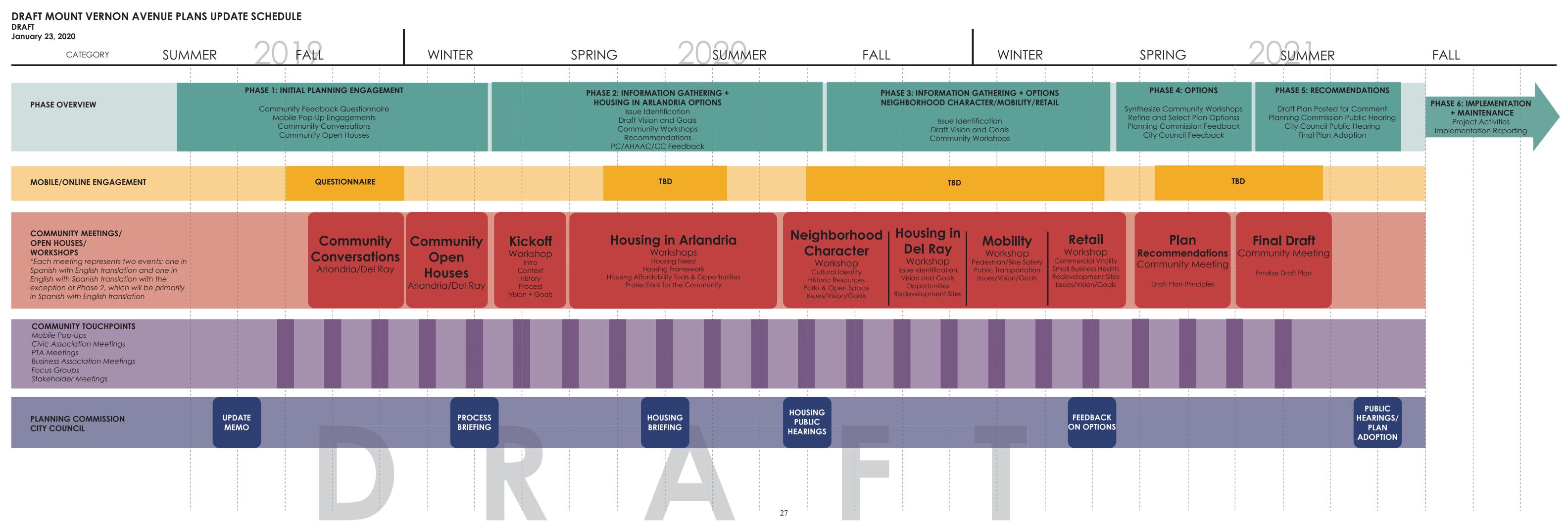
 There will be another set of community conversations in Arlandria and Del Ray to share the pre-planning results and obtain feedback from the community:

Follow up Community Conversation in Arlandria will take place on January 27, 2020 at 5pm at Casa Chirilagua, 4109 Mt Vernon Ave, Alexandria. This event will be in Spanish with English translation.

Follow up Community Conversation in Del Ray will take place on February 1, 2020, at 10am at the Mount Vernon Recreation Center, 2701 Commonwealth Ave, Alexandria. This event will be in English with Spanish translation.

For these events, the outreach team will contact everyone who signed up for the community conversations. Participants will be encouraged to bring neighbors to these follow up meetings.





DEL RAY CITIZENS ASSOCIATION

WWW.delraycitizens.org

P.O. Box 2233, Alexandria, VA 22301

January 22, 2020

Radhika Mohan, AICP Principal Planner Department of Planning and Zoning City of Alexandria City Hall, Room 2100 Alexandria, VA 22314

RE: Mt. Vernon Ave Redevelopment Plan / DRCA Survey Results

Dear Radhika,

The Del Ray Citizens Association recently conducted a survey of the residents of Del Ray to delve a little deeper into their concerns for the updated redevelopment plan for Mt. Vernon Ave. The survey questions were generated during a brainstorming session with the DRCA Executive Board and Land Use Committee, with some being carry-overs from the 2005 plan that have yet to be implemented. We had 196 responders over a two-week period and DRCA member and non-member responses were similar and are compiled together.

The survey included twenty-seven priorities and the respondent was able to rank their top eight choices (question 4). For brevity's sake, we've included the top 15 recommendations below:

- 1. Preserve existing historic scale and character
- 2. Preservation and development of open space, playgrounds
- 3. Services that are walkable (laundromat, pharmacy, etc.)
- 4. Tree canopy, green space
- 5. Preservation of historic buildings and housing
- 6. Encourage independent retail
- 7. Higher visibility and greater frequency of crosswalks (both on Mt. Vernon Ave and neighborhood streets)
- 8. Underground utilities
- 9. Housing affordability

- 10. Install pedestrian lighting
- 11. Infill development on parking lots and other low-density areas along Mt. Vernon Ave
- 12. Encourage and support mixed-use development
- 13. Building more housing including multi-family or Accessory Dwelling Units (granny flats)
- 14. Extend focus beyond Mt. Vernon zone to arterial roads like Commonwealth Ave, Braddock Road, Glebe Road
- 15. Trolley service from metro to northern end of Mt. Vernon Ave in Del Ray

The entire survey report is attached for your reference so you can review all of the priorities and qualitative comments from responders.

The Del Ray Citizens Association hopes these recommendations are duly considered during the planning process. We look forward to members being part of the anticipated working group yet to be formed.

Sincerely,

Virginia Bush, President Del Ray Citizens Association

Kristine Hesse, Co-chair DRCA Land Use Committee

cc: DRCA Executive Board
DRCA Land Use Committee

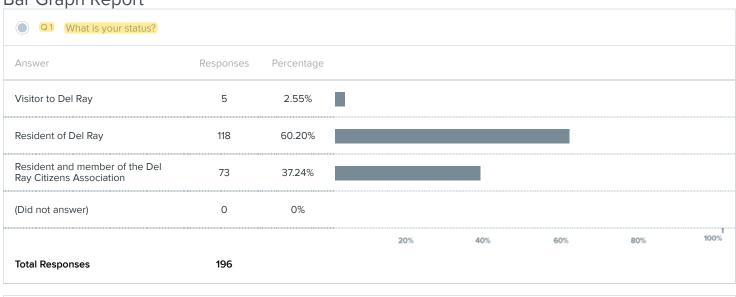
Attachment: 1.20.2020 Overall DRCA Survey

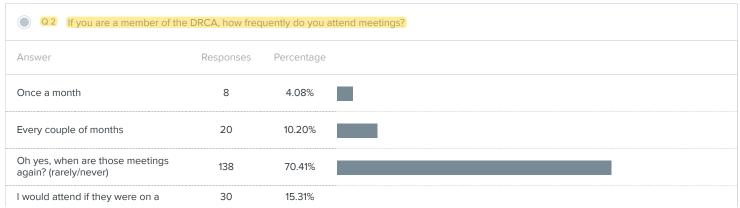
Survey Metrics

Date Metrics		Deployment Metrics				
Start Date End Date	5-Jan-20 5-Jan-30	Sent Delivered Bounced	0 0 0			
Response Metrics						
Completed Unique Access Rate	196 0.00%					
Incomplete	0					
Incomplete Incl. in Report	0					

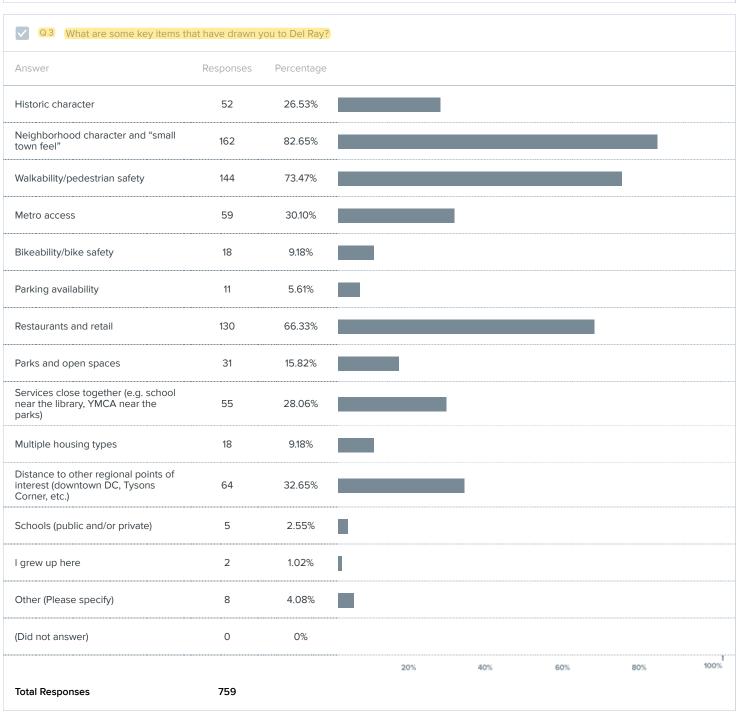
Language All

Bar Graph Report









Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Choose the top items you	u would you	like to see t	the DRCA ac	dvocate for i	n the redeve	elopment pla	an?		
Answer	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Weighted Rank(Score)
Preservation and development of open space, playgrounds	27	13	12	19	8	10	10	14	1 (570)

3/2020				Oocoouiv	cy Bai Oi	чрп			
Preserve existing historic scale and character	26	19	9	15	10	6	8	7	2 (551)
Tree canopy, green spaces	11	25	13	14	9	17	11	19	3 (539)
Services that are walkable (laundromat, pharmacy, etc.)	14	7	12	14	11	26	8	6	4 (447)
Encourage independent retail	5	11	16	11	15	11	15	19	5 (410)
Preservation of historic buildings and housing	14	12	6	17	9	9	5	10	6 (400)
Higher visibility and greater frequency of crosswalks (both on Mt. Vernon Avenue and neighborhood streets)	8	11	15	11	11	8	10	2	7 (376)
Underground utilities	6	10	19	9	8	9	12	6	8 (366)
Housing affordability	20	7	6	6	4	6	4	7	9 (324)
Trolley service from metro to northern end of Mt. Vernon Avenue in Del Ray	6	8	7	10	10	5	9	10	10 (279)
Install pedestrian lighting	5	5	7	5	9	14	19	7	11 (265)
Extend focus beyond Mt. Vernon zone to arterial roads like Commonwealth Avenue, Monroe Ave, Braddock Rd, Glebe Rd	5	9	6	7	7	9	6	8	12 (249)
Maintain current height restrictions of buildings	2	13	5	6	12	3	7	9	13 (247)
Infill development on parking lots and other low-density areas along Mt. Vernon Avenue	8	11	4	5	2	4	5	1	14 (221)
Assigning a suitable priority to pedestrians on sidewalks (priority over restaurants and other modes of transportation)	6	2	7	5	13	6	4	9	15 (216)
Consistent stop signs at side street intersections	4	1	8	6	9	9	11	9	16 (211)
Encourage and support mixed use development	5	3	9	7	8	4	5	5	17 (209)
Architectural review board for redevelopment projects (commercial and residential) or building form design guidelines	6	3	8	7	5	2	4	3	18 (189)
Building more housing including multi-family or Accessory Dwelling Units (granny flats)	4	10	5	4	6	1	1	2	19 (183)
Shared parking program (business parking lots open during non-business hours for general public parking)	0	6	6	3	7	9	9	7	20 (173)
Encourage public art	1	3	3	7	7	7	6	8	21 (151)
Bicycle lanes and parking	4	3	5	4	4	4	7	5	22 (150)
Promote underground parking or parking garage	2	3	2	2	3	6	3	5	23 (100)
Extend district from Braddock to Glebe including the original 3 study districts	2	0	3	1	2	6	8	7	24 (88)

Increase residential permit parking zones	3	0	2	1	4	1	4	0	25 (68)
Install benches along the Avenue	2	1	0	0	2	3	3	11	26 (57)
Parking meters along Mt. Vernon Avenue	0	0	1	0	1	1	2	0	27 (17)
Did Not Answer									0
Total Responses									196

	you have any wishes or concerns you would like to see the DRCA advocate for that are not listed above?
Click here to read responses	to read responses

A Q 6 Overall, what would you like to see the DRCA take on in the coming year (activities, guest speakers, advocacy, etc.)?

Percentage values may exceed 100% because of rounding errors.

Click here to read responses

Sr.No.	Response No.	Response Text
1	1	TEST
2	2	
3	3	
4	4	A skate park or other middle/high school age appropriate public use spaces. Traffic calming measure
5	5	
6	6	
7	7	Thank you for soliciting our input.
8	8	Concern: q4, list has little grounding/emphasis on economic realities to foster the desired results
9	9	
10	10	
11	11	Bike Lanes on the Avenue
12	12	
13	13	
14	14	
15	15	
16	16	pedestrian safety/integration of all modes of transportation to co-exist safely (bus, parking/cars.
17	17	
18	18	Good diversity of restaurants on Mt Vernon, but attract other types of businesses. Repave Mt Vernon.
19	19	Larger fields for survey questions. This one is too small
20	20	Pedestrian Safety along Mt. Vernon Ave, and beautification projects along Mt. Vernon Ave.
21	21	N/A
22	22	
23	23	Either re-unite with Arlandria or stay out of their plans. Insist they not use "Del Ray North"
24	24	We need more bars and restaurants. And a brewery.
25	25	Pedestrian safety, resolution of whether the Land Use Committee has any actual impact.
26	26	• • •
27	27	Consistent Code enforcement, better enforcement of noise ordinances regarding contractors
28	28	Encurage alternate traffic thoroughfares (Commonwealth, Rt 1) to the over-crowded Mt Vernon Ave.
29	29	Repave Mt Vernon; Designate Dewitt as a bicycle route; Integrate Arlandria into Del Ray priorities
30	30	. , , , , , , , , , , , , , , , , , , ,
31	31	
32	32	
33	33	
34	34	
34	34	

36	36	Stop Sign needed on Mt Vernon Ave -intersection of Del Ray Avenue. Stop Sign at Aldi shopping exit
37	37	Pedestrian safety is a top priority. Walkability is one of the big things that drew us to Delray.
38	38	
39	39	
40	40	The concerns listed are good. I wish the DRCA would lead the fight to curb development on Mt Vernon
41	41	
42	42	
43	43	
44	44	Broadband competition
45	45	more business, new fast casual restaurants and businesses that stay open late
46	46	
47	47	
48	48	Address "cut-through" traffic with greater police presence during rush hours.
49	49	More restaurants, *more* use of sidewalk space for cafe seating. No more housing units.
50	50	Removal of low income housing specifically Lacey Court Apartments due to noise and criminal activity
51	51	Increased police presence to catch people speeding down side streets
52	52	
53	53	
54	54	Overall, maintaining the small town community feel without chains, large high scale developments
55	55	Limit chain establishments to no more than what's already here (7-11, CVS, Walgreens).
56	56	
57	57	
58	58	
59	59	
60	60	
61	61	We need to have more than just restaurants on the Avenue. We need interesting retail.
62	62	The state of the s
63	63	
64	64	Do not open zoning for accessory buildings. We're too cramped and the builders will take advantage.
65	65	20 not open 20ming for accessory ountaings. The to too trainped and the ounders will take advantage.
66	66	
67	67	We are now too crowded. At times it takes me five minutes to pull out of my driveway.
68	68	
69	69	
70	70	
71	71	
72	72	Replacing the car dealership section of Mt Vernon with restaurants etc.
73	73	
l		35

74	74	I'm concerned about the noise (boom cars, yelling, parties) and criminal activity @ Lacey Apartments
75	75	
76	76	
77	77	
78	78	
79	79	
80	80	
81	81	Encourage walking/biking/scootering;; making good connections between Del Ray and Potomac Yard
82	82	
83	83	
84	84	
85	85	
86	86	
87	87	A lot of the retail/restaurants are no longer small independent restaurants. Its now 2 chains
88	88	
89	89	Increase ease/options for getting to metro.
90	90	Pedestrian safety. Parking enforcement. Rat abatement.
91	91	Maintain the feel of Del Ray!
92	92	Speed calming on cut through streets
93	93	
94	94	
95	95	
96	96	
97	97	NO architectural review boards, ever
98	98	More shops, restaurants, breweries in the area. More things to walk to.
99	99	
100	100	
101	101	
102	102	
103	103	Strict enforcement of traffic laws to curb speeding and incomplete stops at stop signs, especially.
104	104	Yes! Mt. Vernon is dangerous for pedestrians - people don't stop. We need more parks
105	105	Cease development.
106	106	
107	107	
108	108	
109	109	
110	110	
111	111	Bring Arlandia into the picture
112	112	I would like to see promotion of more retail and mixed-use development on Mount Vernon Avenue.

113	113	
114	114	
115	115	Restrict or control the use of scooters.
116	116	
117	117	Maintain the "small town" feel of the community
118	118	Increase in bus frequency during rush hour
119	119	
120	120	i on Monroe & am concerned city and business interests will steer traffic and condo dev here bc HQ2
121	121	Limit car traffic between Jefferson Davis and Mt. Vernon Ave (keep mostly residents on these streets
122	122	
123	123	
124	124	
125	125	
126	126	
127	127	
128	128	Dog parks!!! (northern part of Del ray)
129	129	Parking for residents and Perry theft issues from cars and yards.
130	130	
131	131	Connecting Del Ray with Potomac Yard/new Metro station via WMATA bus.
132	132	
133	133	
134	134	Pedestrian safety
135	135	Retail space affordability (i.e. loosing local services like The Ballet Studio to developers)
136	136	
137	137	Fewer restrictions on where neighborhood businesses can go! And less parking.
138	138	More parking and less stupid regulations. There should not be a four-day parking rule for residents.
139	139	
140	140	
141	141	
142	142	
143	143	
144	144	
145	145	Not at this time
146	146	reduce cut thru traffic stop allowing restaurants to acquire reduced parking permit
147	147	
148	148	
149	149	
150	150	Just want to stress need for more safety improvements at intersection of Commonwealth, E/W Del Ray.S
1		27

151	151	
152	152	
153	153	
154	154	
155	155	
156	156	
157	157	No
158	158	
159	159	Help us keep Del Ray and Arlandria "small" and safe! New development is great, but w/in reason
160	160	
161	161	
162	162	I believe the runoff and flooding is a problem and the schools to handle increased housing.
163	163	
164	164	In addition to underground utilities, we need a different internet provider besides Comcast!
165	165	Removal of deadbeat cars along E Del Ray and ensure that sidewalks are clear of bushes that overhang
166	166	
167	167	
168	168	Why do we pave streets and then allow the utilities to dig them up and not fix them properly?
169	169	Enforcement of parking near street corners to increase visibility. Scooter rule enforcement.
170	170	Speed and better enforcement of already established crosswalks, i.e. Monroe, Mt. Vernon
171	171	Under a previous president the DRCA became adversarial with the business community. Reverse that.
172	172	Monitoring restaurant (and also Del Ray Montesori) SUP compliance (trash, rodents, seating, parking)
173	173	
174	174	
175	175	Restricting scooters
176	176	
177	177	I'm confused what DRCA considers Del Ray. What about the area between Commonwealth and Russell?
178	178	
179	179	Slow-down and/or reduce vehicle traffic on Mt. Vernon (e.g. speed bumps, stop signs, re-routing).
180	180	
181	181	
182	182	Parking enforcement on the Ave and side streets.
183	183	
184	184	
185	185	
186	186	
187	187	
188	188	
189	189	Nope!

190	190	
191	191	Diversity
192	192	survey flaw: #2 doesn't apply
193	193	
194	194	
195	195	place to recycle glass, plastic film, yard waste; get rid of old Bradford pear street trees
196	196	Help protect Chirilagua and the diversity of our neighborhoods.

Overall, what would you like to see the DRCA take on in the coming year (activities, guest speakers, advocacy, etc.)?		
Sr.No.		
1	1	TEST
2	2	
3	3	
4	4	Senior activities
5	5	
6	6	
7	7	
8	8	
9	9	
10	10	
11	11	
12	12	
13	13	
14	14	Preservation of housing stock and limits on demolition of housing just to max out FAR
15	15	
16	16	Engagement/awareness in city initiatives such as housing, development (including amazon), Vision Zer
17	17	Historic preservation
18	18	Coordination w VT Innovation Campus planning, Oakville Triangle & future Potomac Yard development
19	19	I would like for DRCA to have a more visible presence at planning commission and city council meetin
20	20	Pro Development and Progress Advocacy
21	21	N/A
22	22	Public Art, community activists that champion inclusion of diverse communities.
23	23	Promote living small, host green talks, make the home and garden tour include gardens or re-name it.
24	24	Be a group that says yes, not a group that says no.
25	25	Community approach to disaster response and resilience - we need to coordinate to assist neighbors.
26	26	
27	27	
28	28	
29	29	Better play areas for children and adults
30	30	
31	31	
32	32	Advocate for historic preservation and retention of single-family zoning.
33	33	
34	34	
35	35	

36	36	
37	37	
38	38	
39	39	A splash pad or some type of water feature would be nice.
40	40	an individual from another city that fought development and won
41	41	fight against over development
42	42	Advocate for the citizens who live here, keeping the character while recognizing that growth will
43	43	
44	44	
45	45	
46	46	
47	47	
48	48	Pedestrian safety.
49	49	
50	50	Advocacy regarding the problems with the low income housing.
51	51	
52	52	
53	53	
54	54	
55	55	Preserve what is already here. Don't change a thing
56	56	
57	57	
58	58	
59	59	
60	60	
61	61	Keeping Del Ray a livable, walkable community. Advocacy should be primary.
62	62	
63	63	
64	64	
65	65	
66	66	
67	67	Keep scooters under control. Don't appreciate them just laying around on the sidewalk—dangerous.
68	68	recep seconds under control. Don't appreciate them just taying around on the sidewark—dangerous.
69	69	
70	70	
71	71	
72	72	
73	73	
I		41

74	74	Stronger stance on noise (boom cars especially); stronger stance on leashing dogs.
75	75	More speakers/regular updates from both Amazon and the Virginia Tech Innovation Campus
76	76	
77	77	
78	78	
79	79	
80	80	
81	81	Thanks for all you do. Feel bad that I never make it to meetings anymore. Appreciate you all.
82	82	Pedestrian safety and housing
83	83	
84	84	
85	85	
86	86	
87	87	Activities
88	88	
89	89	
90	90	
91	91	
92	92	
93	93	
94	94	
95	95	
96	96	
97	97	
98	98	Keep being awesome and putting on amazing community events
99	99	
100	100	More activities for young(er) professionals that do not focus on children.
101	101	
102	102	
103	103	Engage with GW (and maybe TC) to have band and orchestra concerts in good weather months on the ave.
104	104	Parks! Pedestrian safety
105	105	No left/right turns from busy Mt Vernon Ave/side street intersections during rush hour, e.g. Howell.
106	106	
107	107	
108	108	
109	109	
110	110	
111	111	
112	112	None.

113	113	
114	114	Would like to see a movie theater.
115	115	Guest speakers
116	116	
117	117	
118	118	
119	119	
120	120	Protect our neighborhood from traffic and high density dev forced by poor HQ2 plans. 100 characts?!
121	121	
122	122	
123	123	Represent the community's interests re PY development and Amazon. Both seem bad, esp tech campus.
124	124	
125	125	
126	126	
127	127	
128	128	
129	129	DRCA get more tech savvy in its offerings. Like this survey I've had to reassign 1-8, 6 times now.
130	130	
131	131	
132	132	
133	133	
134	134	smart growth advocacy
135	135	
136	136	
137	137	Reduce top speeds thru street design (traffic calming). Continuous-flow intersections (very slow).
138	138	Hold the City accountable for getting the project done on time. DOnt waste taxpayer \$\$\$\$
139	139	
140	140	
141	141	
142	142	
143	143	
144	144	
145	145	
146	146	
147	147	
148	148	
149	149	
150	150	Safety at unsafe intersections in Del Ray.

151	151	
152	152	
153	153	Explore ways to reduce our community's reliance on fossil fuels and advocate for environmentalism.
154	154	
155	155	
156	156	
157	157	Oversized house renovations/unnecessary teardowns that are changing the character of the neighborhoo
158	158	
159	159	Could you make the meetings available via web conference? it's hard to get out at night w/ kids.
160	160	
161	161	
162	162	Flooding problem with water runoff.
163	163	
164	164	
165	165	a community event involving all of the churches located within Del Ray
166	166	Affordable housing especially in that area so we can retain diversity and blue collar work force.
167	167	
168	168	Del Ray should host a Mardi Gras event. It would be a perfect compliment to Art on the Avenue.
169	169	Community partnerships with faith-based organizations and churches.
170	170	Activities, Neighbor involvement and events aimed at those currently living in the area
171	171	Partnership with DRBA.
172	172	
173	173	
174	174	
175	175	Restricting scooters
176	176	
177	177	Coordinate more closely with Arlandria citizen groups.
178	178	
179	179	Please fight against developers and chain businesses buying-up and over-developing Del Ray.
180	180	
181	181	
182	182	
183	183	
184	184	
185	185	
186	186	
187	187	
188	188	
189	189	Pedestrian safety.
		44

190	190	
191	191	
192	192	McMansionization of houses the #1 thing I'd like halted; keep DR small.
193	193	
194	194	
195	195	recycling, schools update,
196	196	I'm a new member, so I'm excited to see what you already do!