

Scale highway beautification program with expansion of plantings and signage to two or more new sites



Performance Indicators

- # of sites approved and designed
- # of acres improved



Partnership Opportunities & Stakeholder Dependencies

- Board of Supervisors required hearing & endorsement
- VDOT must review and permit individual sites
- Sponsorships required from individual property owners adjacent to sites

Q1 Milestones

- Begin FY w/BOS approved Comprehensive Roadside Management Program (CRMP) plan for Tysons
- Develop designs & cost estimates for top 5 sites

Q2 Milestones

- Obtain sponsorship commitments for top two sites or more
- Obtain VDOT sign-offs for individual sites

Q3 Milestones

- Invasive clearing of sponsored sites

Q4 Milestones

- Planting for sponsored sites

Strategic Plan Link

Theme 1: Cultivate and Promote Identity: "Build an identity that reflects Tysons' evolution into a 24/7 urban center made up of unique and supporting neighborhoods."



Expand wayfinding program with additional trail and Metro signage



Performance Indicators

- # of wayfinding signs installed



Partnership Opportunities & Stakeholder Dependencies

- Private property owners needed host *and* financially sponsor new signage on their property
- Fairfax County Parks Authority will need to host new signage on their property, support permitting and approvals on their sites
- VDOT / other Fairfax agencies and/or WMATA required for permits and approvals, if on public property

Q1 Milestones

- Begin FY w/10 implemented pilot signs across two designs
- Identify next 10 locations
- Design additional sign typologies as needed

Q2 Milestones

- Engage private property partners
- Design continued

Q3 Milestones

- Obtain property license agreements & BOS approval as needed

Q4 Milestones

- Installations of additional wayfinding signs

Strategic Plan Link

Theme 2: Energize Place: “Upgrade and activate the public realm to organically draw in people to play, work, shop, relax, and socialize in Tysons’ neighborhoods.”

20% COMPLETE

Implement public realm identity projects (i.e.: Tysons-branded objects, art, physical graphics)



Performance Indicators

- # of sites or objects installed



Partnership Opportunities & Stakeholder Dependencies

- Private property owners (residential as well as commercial) needed to host, as well as financially sponsor, projects on their property

Q1 Milestones

- Detailed design and pricing for a selection of projects based on budget
- Engage / find artist and/or landscape architecture partners

Q2 Milestones

- Identify specific sites, determine final projects for fiscal year based on budget
- Engage private property partners, license agreements as needed

Q3 Milestones

- Fabrication/ordering

Q4 Milestones

- Installation

Strategic Plan Link

Theme 1: Cultivate and Promote Identity: "Build an identity that reflects Tysons' evolution into a 24/7 urban center made up of unique and supporting neighborhoods."



Advance the Tysons Community Circuit: Route mapping, branding, and developing phased concept plans



Performance Indicators

- # of miles designed
- # of miles of CC completed to date and % of CC completed



Partnership Opportunities & Stakeholder Dependencies

- Fairfax DPD is key partner: Originator of the Community Circuit concept, collaborator and co-designer
- FCDOT is similarly a collaborator and co-designer
- Private property owners are collaborators in their future development plans, hosts of pull-ahead sections.

Q1 Milestones

- Clarifying route mapping
- Compiling civil & topographic survey
- ID & map proffered phases, pull ahead sections
- Quick design of 1 pull ahead section for grant opportunity

Q2 Milestones

- Apply for Bloomberg Asphalt Art Grant in fall
- Develop name, branding, marketing
- Develop preliminary funding framework plan

Q3 Milestones

- Begin advanced concept design throughout
- Include renderings, site furniture, wayfinding, amenities

Q4 Milestones

- Detailed design & cost estimates for pull ahead sections and early signage, wayfinding opportunities

Strategic Plan Link

Theme 2: Energize Place: “Upgrade and activate the public realm to organically draw in people to play, work, shop, relax, and socialize in Tysons’ neighborhoods.”



Expand and refine Tysons DataHub, Development Pipeline & Quarterly Reports

Build on Next Generation Data Capabilities & Resources



Performance Indicators

- Online Engagement: # pageviews + user sessions, avg. time on site, # Contact & Form Submissions
- Quarterly Report: Digital & Print Distribution Metrics
- Webinar Registration + Attendance



Partnership Opportunities & Stakeholder Dependencies

- Fairfax County Government (DPD and FCDOT in particular) to provide development & transportation data
- Stream Realty Partners to provide refined office market data & insights

Q1 Milestones

- Begin coordination for perception study
- Quarterly report and webinar release
- Update DataHub and Dev Pipeline

Q2 Milestones

- Quarterly report and webinar release
- Update DataHub and Dev Pipeline

Q3 Milestones

- Finalize perception study
- Quarterly report and webinar release
- Update DataHub and Dev Pipeline

Q4 Milestones

- Quarterly report and webinar release
- Update DataHub and Dev Pipeline

Strategic Plan Link

Theme 1: Cultivate and Promote Identity: "Build an identity that reflects Tysons' evolution into a 24/7 urban center made up of unique and supporting neighborhoods."



Create platform for measuring collective impact and tracking *Connecting Tysons* strategic plan progress



Performance Indicators

- # Targeted Dashboards Created
- # Reports to Stakeholders
- Staff feedback on usefulness



Partnership Opportunities & Stakeholder Dependencies

- *Internal only*

Q1 Milestones

- Map out existing databases and engagement metrics and establish needs.
- Fairfax County Budget Submission KPIs & Impact Measures

Q2 Milestones

- Create dashboards and reporting methods for highest priority sector needs
- Dashboard report out and strategy alignment

Q3 Milestones

- Finish all dashboards and reporting methods for all needed sectors
- Dashboard report out and strategy alignment

Q4 Milestones

- Dashboard report out and strategy alignment
- KPIs and impact measures for TCA Annual report and strategic plan implementation progress

Strategic Plan Link

Theme 5: Foster a Vital Economy: "Grow the economy by building on market trends, supporting diverse retail, cultivating innovation and entrepreneurship, and spurring workforce development."



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Advance up to 2 catalytic planning efforts as identified in the *Connecting Tysons* strategic plan



Performance Indicators

- # of supplemental research reports and/or convening
- KPIs per report / convening



Partnership Opportunities & Stakeholder Dependencies

- Fairfax County partners, particularly DPD and DEI, to provide key data and coordination across agencies
- Freddie Mac to provide in-kind data contributions to the Tysons Housing Demand Study

Q1 Milestones

- Begin coordination of X1 study
- Delivery of housing study

Q2 Milestones

- Continue X1 study
- Begin coordination of X2 study

Q3 Milestones

- Finalize X1 study
- Continue X2 study

Q4 Milestones

- Finalize X2 study

Strategic Plan Link

Theme 5: Foster a Vital Economy: "Grow the economy by building on market trends, supporting diverse retail, cultivating innovation and entrepreneurship, and spurring workforce development."



Support thought leadership initiatives and attain industry certification (i.e., LEED for Communities)



Performance Indicators

- # Speaking Engagements/Panels/Tours
- LEED Certification Achieved
- # Conferences Attended



Partnership Opportunities & Stakeholder Dependencies

- Fairfax County agencies, including DPD and LDS, to provide data and coordination
- Private and public sector partners in Tysons will be needed to provide data and capacity on a LEED working group as TCA works towards USGBC LEED Certification

Q1 Milestones

- IDA Panel & Tour
- Kick off LEED for Communities effort

Q2 Milestones

- IDA Comparative Study kickoff
- Continue to develop and implement industry best practices

Q3 Milestones

- IDA Comparative Study Completion
- Continue to develop and implement industry best practices
- Conference X

Q4 Milestones

- Continue to develop and implement industry best practices
- Finish LEED for Communities effort

Strategic Plan Link

Theme 1: Cultivate and Promote Identity: "Build an identity that reflects Tysons' evolution into a 24/7 urban center made up of unique and supporting neighborhoods."



Provide interdepartmental data services & provide data support to Fairfax County Government



Performance Indicators

- # of internal projects supported
- # of TCA-generated products (e.g. press releases, statements, panels, programs) that cite key indicator data



Partnership Opportunities & Stakeholder Dependencies

- Timely coordination of data requests from Fairfax County Government, via partners in DPD and other agencies

Q1 Milestones

- (coordinate with other Depts)
- Provide population & employment data to county
- Quarterly meeting with DPD

Q2 Milestones

- Quarterly meeting with DPD
- (coordinate with other Depts)

Q3 Milestones

- Quarterly meeting with DPD
- (coordinate with other Depts)

Q4 Milestones

- Quarterly meeting with DPD
- (coordinate with other Depts)

Strategic Plan Link

Theme 1: Cultivate and Promote Identity: "Build an identity that reflects Tysons' evolution into a 24/7 urban center made up of unique and supporting neighborhoods."



Enhance content strategies to boost brand awareness



Performance Indicators

- % growth in social media followers and engagement rates by Q
- # of press mentions and media coverage



Partnership Opportunities & Stakeholder Dependencies

- Sponsorships from partners, like Capital One (Tysons East Restaurant Guide), to develop co-branded campaigns
- Co-op members and county partners can share content to boost brand visibility

Q1 Milestones

- Launch targeted “This Way Up” social media ads
- **Develop co-branded content for Tysons Restaurant Week**
 - Capital One: Tysons East Restaurant Guide

Q2 Milestones

- Conduct Tysons brand awareness survey
- **Evaluate campaign performance**
- Create and distribute branded content

Q3 Milestones

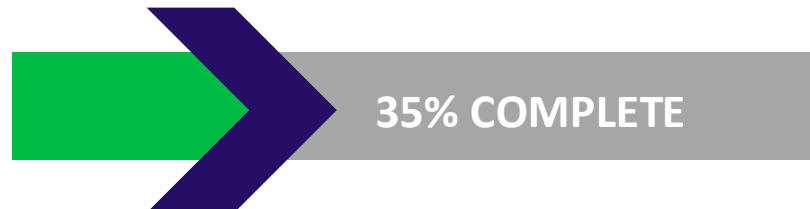
- Develop narrative/storytelling year-end **brand awareness videos**
- Analyze/optimize content strategy

Q4 Milestones

- **Evaluate video campaign performance**
- Engage with Tysons Marketing Co-op

Strategic Plan Link

Theme 1: Cultivate and Promote Identity: “Build an identity that reflects Tysons’ evolution into a 24/7 urban center made up of unique and supporting neighborhoods.”



Deploy a year-long calendar of events



Performance Indicators

- # of events
- # of event attendees, sponsorships and partnerships



Partnership Opportunities & Stakeholder Dependencies

- Sponsorships from public and private sector partners to provide event spaces
- Collaboration with Working Group members to promote/co-host events

Q1 Milestones

- Reignite the Tysons Events Working Group to meet quarterly
- **Host Mixed Market Event**
- Develop a bonus volunteer event

Q2 Milestones

- Survey local businesses in Tysons
- **Host Q2 Event**
- Bonus event #2 with employer partner

Q3 Milestones

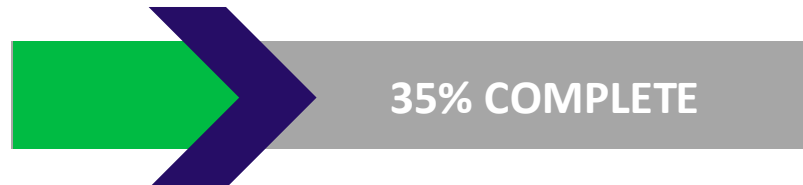
- **Host Community Gathering**
- *Identify/recruit new event locations*
- *Begin planning events for FY 2027*

Q4 Milestones

- **Host Pedal with Petals Event**
- Begin recruitment for Mixed Market
- **Host Copa Tysons Event**

Strategic Plan Link

Theme 2: Energize Place: "Upgrade and activate the public realm to organically draw in people to play, work, shop, relax, and socialize in Tysons' neighborhoods."



Engage and mobilize Tysons Teammates for four events



Performance Indicators

- # of Teammates events
- # of Teammates and attendance at each event



Partnership Opportunities & Stakeholder Dependencies

- Local employers like law firms, Freddie Mac, MITRE, and Penfed to promote Teammates to employees
- Community non-profits to partner on volunteer events (Food for Others, FFX Animal Shelter)

Q1 Milestones

- Set four calendar dates
- **Host Q1 Event**
- Develop video content to build teammate program awareness

Q2 Milestones

- Identify employer partners for bonus event(s)
- **Host Q2 Event**
- Optimize teammates' recruitment opportunities

Q3 Milestones

- Launch teammates video campaign
- Deploy New Year perception survey
- **Host Q3 Event**

Q4 Milestones

- Review perception survey
- **Host Q4 Event**
- Recruit Teammates @ Copa Tysons
- Optimize Salesforce

Strategic Plan Link

Theme 4: Build a Livable and Inclusive Community:
 "Encourage participation from, and engage in outreach to, the full community to create a sense of belonging."



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Create growth opportunities for diverse businesses



Performance Indicators

- # of content/shopping card downloads
- # video views



Partnership Opportunities & Stakeholder Dependencies

- Property owners to sponsor events and local businesses to participate in the Tysons Shopping Card
- Partner with TMG to co-host Mixed Market

Q1 Milestones

- Implement internal strategies to optimize Salesforce
- Launch social media ads to promote:
 - **Explore Tysons**
 - **TCA's Mixed Market** event

Q2 Milestones

- Create and distribute content for the **Tysons DataHub**
- Expand the Tysons Community Shopping Card program

Q3 Milestones

- *Develop campaign strategies for **Copa Tysons***
- Produce video content to highlight **Placemaking & Activation** Initiatives

Q4 Milestones

- Conduct surveys to analyze campaign performance
- Define program goals for FY 2027

Strategic Plan Link

Theme 5: Foster a Vital Economy: "Grow the economy by building on market trends, supporting diverse retail, cultivating innovation and entrepreneurship, and spurring workforce development."



Execute a bike month campaign and a fall challenge in addition to year-round marketing & outreach to build a culture of active transportation in Tysons



Performance Indicators

- # of trips taken due to the Explore Tysons campaigns
- # of weekly email and social media posts and views
- # of maps downloaded or distributed



Partnership Opportunities & Stakeholder Dependencies

- Year-round TDM program depends on Virginia Department of Rail and Public Transportation grant funding approved

Q1 Milestones

- Digital campaign to launch the rebranded/gamified Tysons Get Around Guide
- Planning for Tysons Trek & Treat

Q2 Milestones

- Execute Tysons Trek & Treat campaign

Q3 Milestones

- Digital recap of Explore Tysons campaigns
- Assess use and satisfaction
- Identify next season's goals and funding

Q4 Milestones

- Planning & execution of Bike Month campaign

Strategic Plan Link

Theme 3: "Build connections and enhance mobility: Increase multimodal connections to, from, and within Tysons to enhance mobility and increase quality of life."



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Use newly-launched Tysons Priority Project list and map to engage stakeholders and advance implementation



Performance Indicators

- # of views of priority project list & map
- # of updates to the website



Partnership Opportunities & Stakeholder Dependencies

- VDOT, FCDOT, and private property owners are needed to form a stakeholder group that TCA will convene regularly to discuss priorities and resolve issues

Q1 Milestones

- Launch Priority Project website and collect feedback

Q2 Milestones

- Expand project list to include additional modes and funding sources

Q3 Milestones

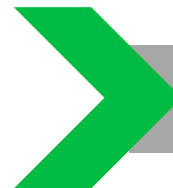
- Host Annual Tysons Transportation Open House

Q4 Milestones

- Plan updates for next fiscal year

Strategic Plan Link

Theme 3: "Build connections and enhance mobility: Increase multimodal connections to, from, and within Tysons to enhance mobility and increase quality of life."



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Lead implementation of 1-2 tactical, small-scale and/or temporary transportation interventions



Performance Indicators

- # of projects facilitated
- # of partners engaged



Partnership Opportunities & Stakeholder Dependencies

- VDOT and FCDOT will need to partner on updates to processes and standards (TCA to convene)
- Private property owners can partner on implementation & funding (increases likelihood of executing additional project)

Q1 Milestones

- Review lessons learned from prior fiscal year
- Develop project plan including schedule, partners, & funding

Q2 Milestones

- PI: Hold stakeholder meetings to finalize project scope, schedule & responsibilities
- PI: Award contract

Q3 Milestones

- Possible P2: Hold stakeholder meetings to finalize project scope, schedule & responsibilities
- Possible P2: Award contract
- Track progress of P1

Q4 Milestones

- Track progress of P1 & P2

Strategic Plan Link

Theme 3: "Build connections and enhance mobility: Increase multimodal connections to, from, and within Tysons to enhance mobility and increase quality of life."



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Identify locations and design prototype for new Mobility Hubs to ease transitions between transit, parking, bikes, & scooters



Performance Indicators

- # of attendees at Mobility Roundtable
- # of projects facilitated



Partnership Opportunities & Stakeholder Dependencies

- VDOT and FCDOT will need to partner on updates to processes and standards (TCA to convene)
- Private property owners can partner on implementation of Mobility Hub prototypes

Q1 Milestones

Q2 Milestones

Q3 Milestones

Q4 Milestones

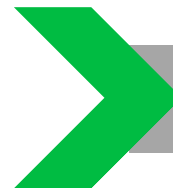
- Develop concept of Tysons Mobility Hubs 2.0
- Identify potential partners for implementation

- Host Mobility Roundtable to build consensus on design, funding, and process for implementation

- Get agreements in place for implementation to begin in FY2027

Strategic Plan Link

Theme 3: "Build connections and enhance mobility: Increase multimodal connections to, from, and within Tysons to enhance mobility and increase quality of life."



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Build on Budget Basics: year three tools focusing on fixed costs and forecasted spending



Performance Indicators

- Maintain spending **within 10%** of the forecasted budget



Partnership Opportunities & Stakeholder Dependencies

- Internal only

Q1 Milestones

- Build on FY 2025 charts to demonstrate fixed costs consistently through year
- Monthly meetings with BFC and Directors focused on forecasts
- Track spending to forecast

Q2 Milestones

- Utilize fixed costs chart
- Monthly meetings with BFC and Directors focused on forecasts
- Track spending to forecast

Q3 Milestones

- Utilize fixed costs chart
- Monthly meetings with BFC and Directors focused on forecasts
- Track spending to forecast

Q4 Milestones

- Utilize fixed costs chart
- Monthly meetings with BFC and Directors focused on forecasts
- Track spending to forecast

Strategic Plan Link

Theme 2: "Energize Place – Improve Tysons' attractiveness, sense of place, and neighborhood connectivity."



Bring along the Board: improving communication for increased engagement & participation



Performance Indicators

- # of board members **utilizing the portal**
- % of board members **engaging links** included in email communication
- # of board members **attending TCA events** that are included in email communication



Partnership Opportunities & Stakeholder Dependencies

- Each Board of Directors member to engage with materials and invitations

Q1 Milestones

- Understand FY 2026 calendar of events
- Create email template for consistent use to Exec Committee and BOD
- Implement indicators
- Create easy-to-use tracker of BOD participation at events

Q2 Milestones

- Include prioritized event / information in emails
- Track engagement from admin email & use of portal
- Track BOD attendance @ events

Q3 Milestones

- Include prioritized event / information in emails
- Track engagement from admin email & use of portal
- Track BOD attendance @ events

Q4 Milestones

- Include prioritized event / information in emails
- Track engagement from admin email & use of portal
- Track BOD attendance @ events

Strategic Plan Link

Theme 2: "Energize Place – Improve Tysons' attractiveness, sense of place, and neighborhood connectivity."

