Board Housing Committee
October 6, 2026

Summary of the Board of Supervisors' Housing Committee Meeting – May 12, 2026

On May 12, 2026, the Board of Supervisors' (Board) Housing Committee held a meeting in Conference Room 11 of the Fairfax County Government Center, 12000 Government Center Parkway, Fairfax, Virginia. Members of the Board present for the meeting were: Supervisor Rachna Sizemore Heizer, Committee Chairman; Board Chairman Jeffrey McKay; Supervisor Walter Alcorn; Supervisor James Bierman, Jr.; Supervisor Pat Herrity; Supervisor Andres Jimenez; Supervisor Rodney Lusk; Supervisor Dalia Palchik; Supervisor Kathy Smith; and Supervisor Daniel Storck. Also present were Bryan Hill, County Executive, and Christopher Leonard, Deputy County Executive.

Housing Initiatives Strategic Communication Plan

Jennifer Miller, Deputy County Executive, opened the meeting with an overview of the Housing Initiatives Strategic Communication Plan, developed to clearly communicate the need for increased housing availability throughout Fairfax County. Ms. Miller noted the benefit to the County's economic competitiveness that increased housing supply will provide. She also highlighted the importance of shifting community perceptions on development that is needed to address the current housing crisis.

Tony Castrilli, Director, Office of Public Affairs, continued the presentation by providing an overview of a new housing communication strategy designed to build understanding, elevate awareness, and support ongoing engagement regarding the County's housing initiatives. Mr. Castrilli noted the communications strategy provides a set of core messages across agencies, platforms, and audiences. He further noted that housing challenges require a coordinated and thoughtful communications approach grounded in the understanding that housing affects residents across all ages, backgrounds, and income levels.

Mr. Castrilli shared the proposed tagline "Housing Solutions for Every Neighbor Across Fairfax County," remarking that it reinforces the need for innovation, recognizes varying household needs, and emphasizes housing as a countywide issue. He also introduced the secondary message "Breaking down barriers and building homes to keep our local economy strong and growing," to reflect the broader work underway to address the County's housing production shortfall.

Mr. Castrilli further outlined four focus areas within the messaging strategy: production, solutions, affordability, and benefits to the community, that are intended to be adaptable to audiences, platforms or stories. He noted the creation of the Fairfax Housing Solutions webpage, the digital hub for information, as well as a communications toolkit that will be developed. He concluded his remarks by emphasizing that a successful and effective communication strategy will require consistent messaging and engagement across County agencies, Board offices, and community partners.

Progress on Affordable Housing Initiatives

Tom Fleetwood, Director, Department of Housing and Community Development (HCD), provided an update on the County's Housing Needs Assessment. He began his remarks by highlighting the acute challenges facing prospective homeowners, noting that a median renter income is well short of the income needed to purchase a median-priced home in the County. Rising rents continue to outpace wage growth, contributing to affordability challenges for lower income households. For households at or below 60 percent Area Median Income (AMI), Mr. Fleetwood noted a gap of nearly 14,000 units currently needed in the County with the projected needs continuing to increase by 2035. He emphasized that continued Board investment is needed to serve households at or below 60 percent AMI.

Mr. Fleetwood continued the presentation with an update on HCD's progress on various housing initiatives. First, he announced the launch of the County's new first-time homebuyer loan pilot program, which provides up to $50,000 in down payment and closing-cost assistance for households at or below 80 percent AMI using state funds. He then shared that the County has achieved 40 percent of its 10,000-unit goal with the potential to exceed 50 percent based on pipeline activity. Mr. Fleetwood noted that nearly 1,500 units are currently under construction, with 900 expected to be delivered this calendar year, and highlighted the concentration of new affordable housing communities within the Tysons Urban Center.

Anna Shapiro, Deputy Director, Real Estate Finance and Development, HCD, provided an overview of HCD's development pipeline planning process. She highlighted phases including early project analysis, property assessment, and internal and external engagement, noting HCD's early community engagement efforts in establishing developer expectations. Ms. Shapiro discussed efforts to improve coordination across County agencies to increase predictability for developers and streamline processes to maintain project momentum. Regarding HCD's conceptual pipeline, Ms. Shapiro shared a visual identifying opportunities across magisterial districts. She noted the need for future property acquisitions to meet County affordable housing production goals and cautioned that various factors can challenge development timelines and project feasibility.

With respect to the County's Inclusionary Housing Program, Ms. Shapiro noted the importance of Affordable Dwelling Units (ADUs) and Workforce Dwelling Units (WDUs) in expanding affordable housing opportunities for moderate income households. She highlighted the AMI levels of delivered ADUs and WDUs and noted concerns with the alignment of both programs.

Ms. Shapiro concluded the presentation by sharing that HCD and the Department of Planning and Development staff are evaluating the ADU and WDU programs and intend to present the Board with recommendations to better support production, improve clarity for developers, and increase County-wide affordable housing production.

STAFF:
Thomas Fleetwood, Director, Department of Housing and Community Development (HCD)
Amy Ginger, Deputy Director, Operations, HCD
Linda Hoffman, Director of Policy and Communications (P&C), HCD
Brandy Thompson, Associate Director of Policy, P&C, HCD
Nathaniel Strathearn, Policy and Program Analyst, P&C, HCD