



Rachna Sizemore Heizer **Braddock District Supervisor**

**9002 Burke Lake Road
Burke, VA 22015**

**703-425-9300
Braddock@fairfaxcounty.gov
www.fairfaxcounty.gov/braddock**

Joint Board Matter

**Supervisor Rachna Sizemore Heizer
Chairman Jeff McKay
Vice Chairman Kathy Smith
Supervisor Dalia Palchik**

February 17, 2026

Housing Initiatives Strategic Communications Plan

Our nation, region, state, and County are facing a housing crisis. Rising costs and limited supply have made it increasingly difficult for families and individuals to find homes that they can afford. This challenge impacts economic stability, workforce retention, and the overall health of our community. Without action, the shortage will worsen, making it harder to attract and retain talent and maintain a strong local economy. The housing supply is failing to keep pace with job growth. From 2013-2023, Fairfax created 43,000 new jobs and permitted 20,000 new homes – 2.13 new jobs per new home. While this is good news from an economic development perspective, workers need a place to live. This imbalance is not sustainable and could become a barrier to our economic development and the health of the County if businesses and highly desirable skilled workers choose to move elsewhere.

To address this crisis, the Board adopted Chairman McKay's Board Matter, Housing Initiatives to Increase Production and Sustain Our Economic Advantage, on September 9, 2025.

This Board Matter elaborates upon the communications envisioned in Chairman McKay's Housing Initiatives Board Matter. Its purpose is to explain the current housing reality; the impact of that reality on the County's long-term success; the goals, planned initiatives, and expected outcomes from initiatives; and progress pointed towards these goals.

As such, I move that the Board direct the County Executive to create coincident with the staff response to Chairman McKay's Board Matter this spring a strategic

communications and community engagement plan to educate residents about the severity of the housing crisis; the negative effects of the housing shortage; the positive effects solving the housing shortage will have both for individuals and for the vitality and sustainability of the County; the vision we have that residents across all income levels and life stages will have housing options in Fairfax County; that a vibrant housing supply is essential for a thriving, sustainable community; that housing availability and affordability impacts everyone; and that expanding housing for all income levels will strengthen our economy, improve our tax base, and preserve the way of life that makes the County a desirable place to live and work.