




Quarterly Report


FY2020 Q2


October – December 2019

GOVERNANCE


 **Leadership Changes** took effect October 1

| | | |
|---|--|---|
| Executive Director <i>Ginger Brown</i> | Board President <i>Scott Matties, AIA LEED-AP</i> | Planning Committee Chair <i>Pamela Gillen, AIA</i> |
|---|--|---|

 **Financial Management**
Contracted Wendroff & Associates, CPA to file LHA taxes.


 **LHA Committees**

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|--|---|
| Community Advisory Committee – Oct. 29 <i>Discussed stormwater resiliency</i> | Transportation Comm. / VDOT Briefing – Dec. 11 <i>Reviewed Glebe Rd. & Lee Highway Improvement Project</i> |
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 **Board of Directors – Nov. 21**

- Discussed recent activities of committees, upcoming events, and advocacy efforts (see below)
- Approved FY21 Work Plan for submission to AED on Dec. 2.

EDUCATION

 **Make No Small Plans**
LHA ED, Ginger Brown, presented “The Arlington Way” to students on Oct. 22, teaching students how to define a project, determine stakeholders, and engage the public. Students then discussed a mock proposal for new athletic fields, learning to address challenges and set priorities. Students conducted their first bus tour of Lee Highway on Nov. 19 and learned to conduct a SWOT analysis.

PLAN LEE HIGHWAY

| | |
|---|---|
|  Open Design Studios Hosted bi-weekly at LHA <i>Chance for public to speak with CPHD's Project Manager, Natasha Alfonso-Ahmed.</i> |  Nov. 2 – Community Forum Participated in forum at Washington-Liberty High School. |
|  Nov. & Dec. – Community Forum Series Hosted 3 discussions on Public Spaces + Mobility + Connectivity, Land Use, and Neighborhood Character + Building Form. |  Dec. 5 – Educational Forum Hosted joint CAC mtg and educational forum to review Existing Conditions Analysis Report . |
|  Dec. 18 – Working Group Participated in WG to review community feedback and prepare for Community Workshop. |  Dec. 19 – Stakeholder Presentation ED presented Planning for the Future and Existing Conditions to 40 stakeholders at St. Peter's Episcopal Church. |
|  Economic Development Commission Began attending monthly meetings. | |

ADVOCACY



Stormwater Resiliency & Management

Met with Civic Federation Committee chair to review draft Stormwater Resolution and coordinated with Pew Foundation to advocate for funding of the Shoreline Resiliency Act.



Small Business Signage

Met w/ Lyndsey DePalma of EDC and partnered with Chamber of Commerce to discuss updating sign ordinances.



Micromobility

Submitted a letter stating LHA's position on the Micromobility Ordinance.



Housing Conservation District

Met w/ Planning Dir., Co. Manager, Staff, Board Members resulting in commitment from staff and 2 Co. Board members to reconcile HCD w/ PLH.



Building Partnerships

Met w/ Clarendon Alliance and CPR0 to discuss partnering on Leadership Challenge; Met w/ Green Valley to advise on new Town Square.



Supported Childcare Initiative

VINCI School, The Children's School, Children's House Montessori.



Missing Middle Housing

Completed qualifications and worked with AHS to apply for a grant to fund community engagement and a Paper Pilot (Feasibility Analysis & Design Competition).



Census 2020

Completed Census partner training and began planning a breakfast meeting of property managers to raise awareness.



Vision Zero

Joined the External Stakeholder Working Group and attended the official kick-off mtg.



Proposed Developments

Communicated community preferences to use permit applicants – Artis Senior Living, Lee Harrison Shopping Center.



Economic Development

Met w/ brokers/owners/retailers/etc. to promote Lee Hwy properties – Kensington, Dogtopia, Post Office Property, Car World Site.

PLACEMAKING



Light the Night – Oct. 26

Partnered w/ Waverly Hills for annual event.



Bike to Work Day Planning Mtg – Dec. 9

Began planning Lee Hwy's first pit stop.



Fire Station 8 PFRC

LHA Board Members successfully advocated for architectural improvements and improved streetscape.



'Selfies with Santa' holiday event – Dec. 7

Partnered w/ Waverly Hills for annual event.



Mural Festival Planning Mtg – Dec. 10

Met w/ AED to plan festival.

COMMUNICATIONS

#ShopLocal #ShopLeeHighway



25 Instagram Posts



13 Businesses Featured



22 Avg. Likes

Monthly Newsletter



51 new subscribers



Open Rate 27.5%



Click Rate 8%

Social Media



191 followers ↑ 7%



232 followers ↑ 4%



153 followers ↑ 44%

Upcoming in FY20 Q3

- LHA Planning Committee – January 15 / February 19
- LHA Annual Meeting – January 23
- PLH Community Workshop – January 31 – February 1
- Property Owners Breakfast – February 21
- Placemaking Salon – February 27

WWW.LEEHIGHWAYALLIANCE.COM 4620 LEE HIGHWAY, ARLINGTON, VA, 22207

LHA is a 501(c)(4) nonprofit organization formed to create a joint community vision for a more economically vibrant, walkable, attractive Lee Highway corridor. Our fiscal year runs July 1 – June 30. Quarterly Reports are published in October, January, April, and July.