

Template for Speaking at the Board of Supervisors Public Hearing

Step 1: Personalize Your Message

1. Consider the ways that housing affordability, transportation and Loudoun's economic strength impact your business and your family.
2. Create positive messages around how the County should address those issues for the better.

Step 2: A Proven Template – Weave your story with these message points.

Introduction:

“Good Evening, My name is **(Name)** and I am the **(Title)** of **(Your Business)** located in **(Location)**. Thank you for the opportunity to address you this evening on a matter of great importance to me, my business and my family.

Suggested messages (use any message you wish, modify as necessary)

Housing –

- As an employer, one of my biggest challenges is recruiting the talent we need to grow and thrive here in Loudoun.
- Part of the reason for this challenge is the cost and availability of housing at all price points makes it difficult for workers to live here.
- The cost of housing in Loudoun drives up the cost of doing business here, for it is employers who pay our staff the wages they need to be able to live near their job.
- This Board of Supervisors' own Unmet Housing Needs Strategic Plan clearly indicates this crisis is an issue of supply and demand.
- The Loudoun “market is not producing enough housing to meet current and future demand and is not producing enough housing at diverse price points to meet the needs of many residents.”
- Loudoun has generated demand by creating a world class community, with high quality jobs, good schools, and a vibrant community filled with eateries and attractions.
- Yet we failed to meet the demand with an adequate supply of safe, affordable housing.
- This crisis is most severe for those making below the average income, many of whom are teachers, health care workers, and first responders, even tech workers.

Transportation –

- Loudoun County has made a major investment in Metrorail.
- We must match that investment with flexible zoning policies that allow for dense, walkable, mixed-use centers near transit and highways.
- Loudoun must also continue to emphasize transportation policies that prioritize economic development, safety and congestion relief.

Economic Development –

- From inflation and supply chain challenges to the rise of remote work and talent shortages, America’s business climate has never seen the pace and severity of change than it has in recent years.
- To remain competitive, Loudoun’s zoning policies and processes must become as flexible and adaptive to the change your business constituents face every day.
- That means an ordinance that is easily modifiable and easy for both applicants and county staff to understand and apply.
- The ordinance must also maximize flexibility, to allow your constituents the ability to weather the many changes, including those unforeseen, that are certain to come.

Step 3: Conclusion

Thank you for your service and for considering my perspective on how Loudoun can best provide jobs, homes and a world class quality of life for all that choose to call this community their home.