

At the halfway point of this process, we have highly successful results from Study communications and outreach efforts.

We reached a large, broad-based audience by taking full advantage of resources and partnerships.

High traffic on Study website:

11,240 webpage views

8,613 unique visitors

3,175 file downloads/views



Frequent updates to email lists:

465 Study subscribers

33,000 *School Talk* subscribers

7,650 *Arlington Insider* subscribers



County & APS partnership dramatically increased reach.

Media collaborations & coverage:

- 15+ other enewsletters
- *Sun Gazette*
- *Washington Post*
- *ArINOW*
- *The Citizen*
- Arlington TV



We creatively used new tools.

Combined County & APS social media channels reach a wide audience:

21,579 Twitter followers

13,498 Facebook followers



Study info is creatively packaged:

- Blog entries on website newsfeed
- Downloadable and easy-to-read summaries of key takeaways
- Live-stream interviews on Periscope and videos of key presenters on YouTube



New engagement opportunities and tools add variety:

- Extended hours and multiple activities at Open House
- Live chat with Study Chairs
- Virtual forum on Open Arlington



We collected valuable community feedback.

250 Resident Forum members are providing feedback throughout this process and sharing info with their networks

35 engagements (retweets, replies, favorites, clicks) averaged per social media post

100+ Open House attendees

70 participants in virtual live chat



125 surveys completed at the June 2 Open House or online

40+ civic associations represented in survey results