

Wednesday, July 22

Record Your Feedback on DRAFT Toolkit Messages

All toolkit discussion materials will be adapted from three key messages and their supporting points.

Message 1: *What is the Community Facilities Study?*

Arlington is changing fast. We're looking for long-term solutions to adapt to our community's needs.

- Our population is expected to grow from 216,700 to 260,000 people over the next 15 years.
 - As our community continues to grow, our 26.2 square miles will not.
 - We will continue to experience increased demands for public services, community facilities and open space.
 - Between the County and APS, we only own 2.2 square miles for our schools, parks, police and fire stations, community centers and more.
 - Our fastest growing populations are those under 5 years old, those 35-44 years old, and those over 65.
- The Community Facilities Study is an opportunity for us to take a step back and look at the big picture.
 - It considers where we are headed over the next 5, 10 and 20 years.
 - It is a collaborative effort between the County, Arlington Public Schools (APS) and the broader community.
 - Our 23-person Study Committee has worked since January to evaluate County and School resources, prioritize challenges and draft recommendations.
 - We were tasked with answering questions, such as:
 - What are our facility needs for schools, fire stations, recreation, and transportation vehicle and other storage?
 - How do we pay for these needs?
 - What principles should we use to help us decide where to locate them?
 - In the context of changing demographics and economics, what opportunities and challenges are there in our aging affordable and workforce multi-family housing stock?
 - What do changes in the Federal government presence and the residential and private commercial marketplace mean for County revenues?

Message 2: *Why is it important? Why should you care?*

You should get involved, because this affects every Arlingtonian.

- All Arlingtonians have a stake in the outcome of this Study.
- We have held broad conversations to identify what key challenges we face and will use this Study to raise awareness.
- We hope our recommendations will be a catalyst to strengthen how core public services and facility needs are met.
- For me, the importance of this Study boils down to: will Arlington continue to be the exceptional community I want to live in?

Message 3: *What is happening next? How can you stay informed?*

This is an important first step, but there is still work ahead to improve how decisions are made.

- We will present recommendations to both County and School Boards in September and November of this year.
- Our recommendations will aim to:
 - Strengthen community dialogues;
 - Sustain Arlington's economic model;
 - Consider land as Arlington's scarcest resource;
 - Plan for change; and
 - Embrace diversity
- There are multiple ways to stay informed and share your input.
 - Visit the study website for meeting dates, materials and contacts
 - Subscribe to Study email updates
 - Contact me to discuss further

Sample Elevator Speech (1 minute), using the DRAFT Toolkit Messages.

Hi! I'm doing great. I'm headed to a meeting on the Community Facilities Study; a joint initiative by the County and Public Schools.

With Arlington changing so fast, we're looking for long-term solutions to adapt to our community's needs. Our population is expected to grow from 216,700 to 260,000 people over the next 15 years. Those are big numbers, especially when the County is limited to just 26.2 square miles. This means we need to take a step back and look at how we can maximize resources over the next 5, 10 and 20 years.

With issues at this scale – every Arlingtonian has a stake in the outcome. It affects the schools where my kids attend, the parks and community centers we enjoy, even the police and fire facilities we depend on. Our Study Committee will not only raise awareness about the key challenges we face, but hopefully strengthen how core public needs are met. For me, it boils down to: How will Arlington continue to be the exceptional community I want to live in?

This Study is an important first step, but there is still work ahead to improve how decisions are made. Our next milestone is to present recommendations to both County and School Boards in September and November of this year. Are you currently getting our email updates? If not, be sure to sign up on the website. How about we get in touch to talk more about it? We would love your input.

Share your additional feedback on the DRAFT Toolkit Messages: