

Arlington
Community Facilities Study

A resource and facilities plan for our future

July 22, 2015
Study Committee Meeting #11– Opening Remarks

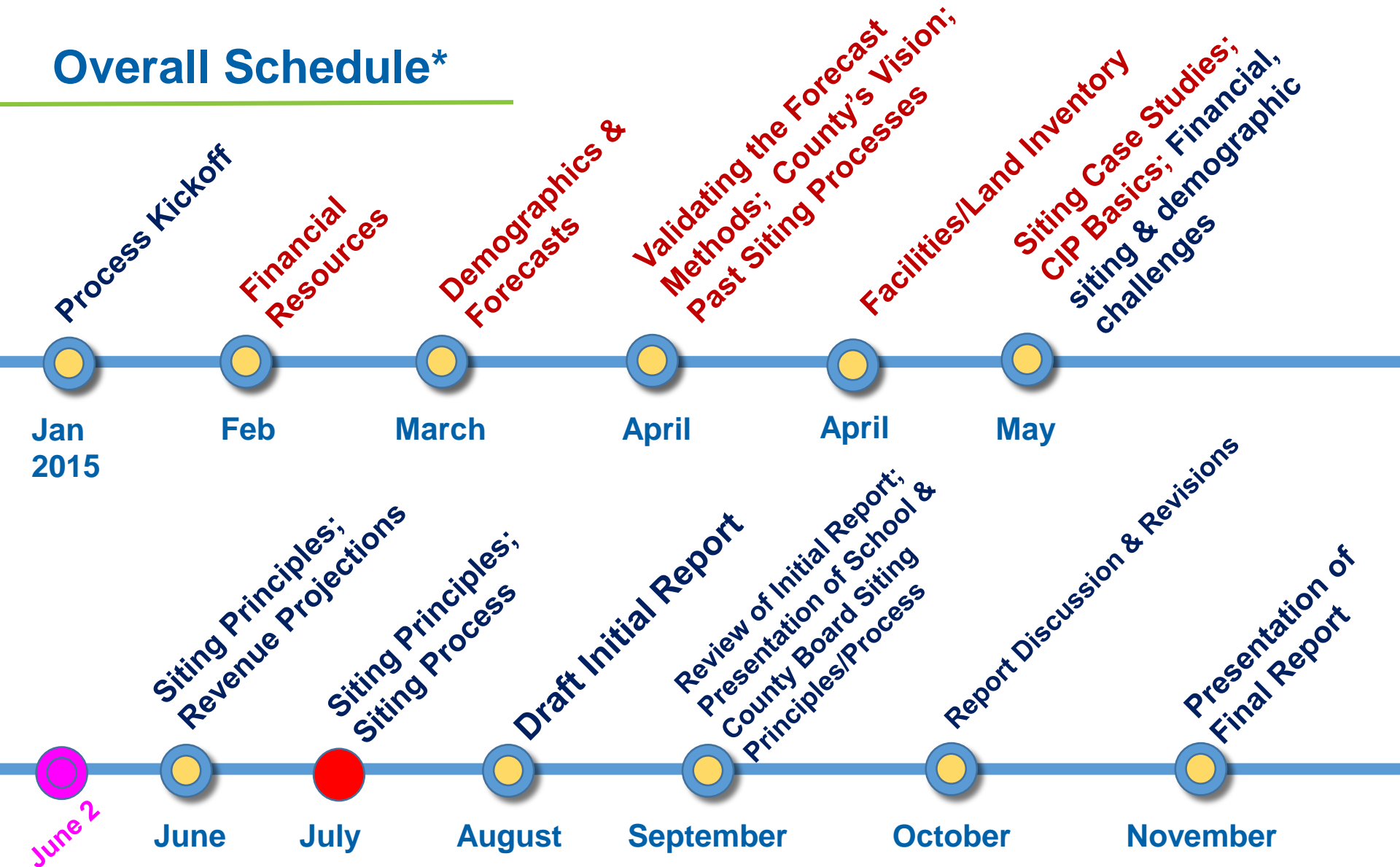


July 22, 2015

Agenda

1. **Opening Remarks & Tonight's Agenda (John Milliken)**
2. **Civic Engagement Toolkit update**
(Jessica Margarit, Arlington County Dept. of Community, Planning, Housing & Development)
3. **County Fair Update (John Milliken)**
4. **Guiding Principles & Siting Process Framework (Ginger Brown)**
4. **Timeline and Process for Development of Final Report (John Milliken)**
5. **Wrap Up/Next Steps (John Milliken)**

Overall Schedule*



Meeting Schedule

- August 7 – 8: County Fair
- August 8-28: One-on-One meetings with Committee members (re: Final Report)
- Sept 2: Siting Subcommittee Meeting (7-9 PM; CHP Room 715)
- Sept 9: Committee Meeting (7-10 PM, Wakefield HS)
- *Thursday*, Sept 24: Committee Meeting (7-10 PM, Location: TBD)
- **Sept 29: Joint CB/SB Work Session**
Presentation of Siting Principles & Process Framework
- Oct 14: Committee Meeting (7-10 PM, Location: TBD)
- Oct 28: Committee Meeting (7-10 PM, Location: TBD)
- **November (date tbd): Joint CB/SB Work Session** (tentative)
Presentation of Final Report

Online Sign Up tool
Keep an eye out for emails
from Lisa Stengle
(more info on Slide 15)

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Committee Meeting #11 – Civic Engagement Toolkit



Civic Engagement Toolkit

Purpose

Who is the toolkit for?

The CFS Civic Engagement Toolkit is intended to support:

- All Study Committee members
- Resident Forum members
- County & APS staff

What is the purpose?

- Encourage **engaging dialogues** with a broader audience of Arlington residents
- Convey **clear and concise information** about the Study and its importance
- Provide **easy-to-use print and digital resources**

Civic Engagement Toolkit

Contents

1. Engaging Conversation Guides

- You've got 1 minute: Elevator speech
- You've got 5 minutes: Coffee chat with 1-3 people; digital lookbook
- You've got 15 minutes: Brief presentation to a small group; slideshow (English and Spanish)
- Questions to ask and engage your audience



Civic Engagement Toolkit

Contents

2. Informational Resources

- Frequently Asked Questions
- Key Takeaways
- Fast facts

3. Social Media & Digital Outreach

- Shareable files on a USB drive – easy to attach to e-newsletters
- Formatted social media posts with images – Facebook, Twitter



Civic Engagement Toolkit

Contents

4. Feedback & Engagement

- Leave-behind suggestion cards with contact information
- Email subscription sign-up sheet
- Report back form – who did you talk to? were there specific concerns? other notes?



Civic Engagement Toolkit

Timeline

July 22 Meeting:

- Review revised content outline
- Collect feedback on draft key messages

Week of July 27:

- Production of toolkit materials

Week of August 3:

- Hard copy delivery to Study Committee or pick up at County offices or Fair
- Digital upload for Resident Forum

Future updates or additions to the kit may be made available after August 3

Civic Engagement Toolkit

Feedback on Key Messages

- All toolkit discussion materials be adapted from **three key messages**
- The goal of the three key messages is to consistently, as a group, answer:
 - What is the Community Facilities Study?
 - Why is it important? Why should you care?
 - What is happening next? How can you help?
- Each key message should:
 - Be concise, clear and easy to remember
 - Resonate with you
 - Have supporting points with additional information and facts

Civic Engagement Toolkit

Feedback on Key Messages

TONIGHT: Committee Feedback on Draft Messages

- Review handout with 1-minute elevator speech (2 min)
- Group discussion, questions (10 min)
- Record your revisions and feedback on handout, hand in tonight

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County Fair

1. Where? Civic Engagement Area (inside location)

- Community Facilities Study
- Long Bridge Park
- Public Spaces Master Plan
- South Arlington Schools Option Process
- Affordable Housing Master Plan

2. When? Community Facilities Study will be ...

- Friday, August 7, 6 – 8 PM
- Saturday, August 8, 10 AM – Noon
- Saturday, August 8, 6 – 8 PM (still to be confirmed)

3. Who? CFS Committee members

4. What?

- “Did you Know” posters
- “Key Challenges – Emerging ideas” poster
- Fun Facts Quiz

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County Fair – Sign Up to Participate!

Online Sign Up tool
Tool will be used to schedule
1:1 Committee member
meetings in August

Online Sign Up Tool

Check your email later this week for a message from
Lisa.Stengle@apsva.us

You will be asked to

- Sign up for a time and to provide your email address.
- You can use the tool directly to adjust your times if your plans change.
- This tool will send you a confirmation email 2 days before the event.

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Siting Guiding Principles & Process Framework



Next Steps

Proposed Siting Guiding Principles & Process

- **August:** Prepare a written narrative to support Process framework (see Draft Outline)
- **Sept 2:** Review draft report with Siting Subcommittee
- **Sept 9:** Review draft report with full Committee
- **Mid Sept:** Subcommittee meeting, if needed; report revisions
- **Sept 24:** Finalize Siting Guiding Principles and Process report
- **Sept 29:** Present Siting Guiding Principles and Process Report to County Board & School Board

* Siting Process assumes public facility needs are already identified in prior process. Siting Process Report will not describe public facility needs identification process. Those recommendations will be part of the main Committee report.

Proposed Siting Principles

Principles that will guide the siting process

- Be as transparent as possible: share information broadly and communicate regularly
- Time and funding are limited: undertake siting processes in a timely and cost-conscious manner
- Use resources efficiently: explore multiple-use facilities and designs that could be adaptable over time
- Balance County-wide and local needs
- Guide discussions and decisions with established plans, policies and goals
- Distribute facilities equitably across the County

Single Process: 2 approaches

Siting & Use Determination Framework

How is the Use Determination Framework different?

Siting	Use Determination
Demonstrate why facility is needed	Demonstrate why property is available for a new use
Determine best site for a use	Determine best use for a site
Analyze unique requirements of a facility	Analyze unique characteristics of a site
Identify potential sites that could accommodate the use	Identify potential uses that are compatible with the site

Siting Process Framework

Phases

Phases

1 Scope primary use and process

Determine critical use/site requirements, additional siting considerations, and evaluation framework for Phases 2 and 3. Identify and communicate civic engagement process.

2 Identify potential sites

Develop a list of potential sites that meet use/site requirements. Evaluate sites at a high level with considerations developed in Phase 1. Refine list to 2-3 sites for further evaluation in Phase 3.

3 Evaluate short list of sites

Develop design studies/analyses for 2-3 sites selected in Phase 2. Evaluate sites at a greater level of detail with the considerations developed in Phase 1. Recommend preferred site and any secondary uses.

4 CB/SB Decision

County Board and/or School Board consider recommendations from Phase 3 and confirm a final approach for a site and use(s).

Use Determination Framework Phases

Phases

1 Scope site and process

Analyze site characteristics, siting considerations, and evaluation framework for Phases 2 and 3. Identify and communicate civic engagement process.

2 Identify potential uses

Determine which established facility needs are compatible with site's characteristics. Evaluate uses at a high level with framework developed in Phase 1. Refine list to 2-3 use options for further evaluation in Phase 3.

3 Evaluate short list of uses

Develop design studies/analyses for 2-3 use options selected in Phase 2. Evaluate uses at a greater level of detail with the framework developed in Phase 1. Recommend preferred uses.

4 CB/SB Decision

County Board and/or School Board consider recommendations from Phase 3 and confirm a final approach.

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Final Report Update



Timeline & Process for Final Report

1. Draft Outline

2. Chair and Committee Member meetings – Sign Up for a time with John or Ginger

3. Report Review Schedule

- 9/9/15 – Review Siting Principles & Process report
- 9/24/15 – Finalize Siting Process; Review Draft Final Report with Committee
- 9/24 through Oct 25 – Committee Member outreach
- *9/29/15 – Joint CB/SB Work Session on Siting Principles & Process (time tbd)*
- 10/14/15 – Further Committee discussion of Draft Final Report and discussion of Draft with Resident Forum
- 10/28/15 – Discuss report revisions
- *November – Joint CB/SB Work Session to Present Final Report*