

Wednesday, July 15

## Civic Engagement Toolkit

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### Purpose

The toolkit is intended to support:

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

The purpose of the toolkit is to:

- 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**
- Collect **effective and easy-to-use feedback** methods

### Outline of Potential Contents

1. Conversation Guides
  - You've got 1 minute: Elevator speech
  - You've got 5 minutes: Coffee chat with 1-3 people; quick and mobile images
  - You've got 15 minutes: Brief presentation to a small group; short slideshow
  - Questions to ask and engage your audience
2. Informational Resources
  - Frequently asked questions
  - Study key takeaways
  - Fast facts
3. Feedback & Engagement
  - Leave-behind suggestion/contact cards
  - Email sign-up sheet
  - Report back form – who did you talk to? were there any specific concerns? other notes?

### Next Steps

**July 15 Meeting:** Introduction of toolkit, feedback on content outline, what would be useful for you?

**July 22 Meeting:** Review draft elevator speech guide, feedback basis of conversation guides

**Week of July 27:** Final production of toolkit materials

**Week of August 3:** Hard copy delivery to Study Committee members, digital upload for Resident Forum

Civic Engagement Toolkit  
Feedback on Content Outline

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Based on the toolkit purpose and potential contents we discussed today, how useful would these materials be to you?

	<b>1</b> Not at all. I would not use this.	<b>2</b> Very little. I might use this.	<b>3</b> Somewhat. I would probably use this.	<b>4</b> A great deal. I would definitely use this.
1min elevator speech	1	2	3	4
5min talking points	1	2	3	4
Quick, mobile images	1	2	3	4
15min talking points	1	2	3	4
Brief slideshow	1	2	3	4
Questions for audience	1	2	3	4
FAQs	1	2	3	4
Fast fact sheets	1	2	3	4
Suggestion/contact cards	1	2	3	4
Email sign-up sheet	1	2	3	4
Report back form	1	2	3	4

Are there any items not listed that would be useful for you?