

Civic Engagement Toolkit

Conversation Guide: Sample Elevator Speech (1 minute)

Hi! I'm heading to a Community Facilities Study meeting; a joint initiative by the County and Public Schools. Have you heard about it yet?

Arlington is changing fast. Our population is expected to grow from 216,700 to 283,000 people by 2040. Those are big numbers, especially when we have just 26 square miles. It's time to take a step back and look at the big picture over the next 5, 10 and 20 years.

Our Committee is looking for long-term solutions to meet community needs. One of the most important questions we are tasked with, is what strategic community challenges are there that could threaten Arlington's overall sustainability? We identified five key challenges as the most pressing: strengthening community dialogues, sustaining Arlington's economic model, considering land as our scarcest resource, planning for change and embracing diversity. Our next milestone will be to present our recommendations to the County and School Boards in September and November of this year.

You should get involved! With issues at this scale – we all have a stake in the outcome. This affects the schools our kids attend, the parks and community centers we enjoy, even the police and fire facilities we depend on. For me, the Study's importance boils down to: will Arlington continue to be the exceptional community I want to live in?

We would love to get your input. Can I include you on our email list? How about we get in touch next week to talk more? Be sure to check out the information on our website at arlingtonva.us; search for "Community Facilities Study".