

MTP Bicycle Element Update – Draft Proposal: Community Engagement Plan

Community outreach and engagement activities will occur throughout the Update process as needed. Two substantial rounds of outreach activities will occur concurrent with the development of the following Update parts:

- Round 1: Focus on vision, goals, and policy updates (Framework development)
- Round 2: Focus on Implementation Plan

Attention will be given to reaching traditionally under-represented populations, casual bicyclists and community stakeholders or all ages and bicycling abilities.

Goals of Outreach and Engagement Activities:

- Awareness of existing MTP Bicycle Element and need to update
- Awareness of Update process
- Gain insights on sentiments for the future of bicycling in Arlington
- Gain input and perspectives on items missing in current Element
- Gain input and perspectives on implementation plan and priorities

Overview of Recommended Outreach/Engagement Activities

Tactic	Purpose	Occurrence
Project webpage and social media	Provide up-to-date information to public	Throughout; dynamic outreach vehicles should be updated regularly
Email listserve	Ongoing updates to working group, key stakeholders, broader community	Throughout; post working group meetings – within 5 business days
Adhesive stickers on the ground – large; signs at trailheads; AVN cable TV, County facility digital displays	Allows for awareness of project, reaches people where they are, could include text info and QR codes for immediate interaction with project and webpage	Install July 2017, stay out through winter
Review of existing data	Review of recent resident survey and other ACCS surveys for bicycle plan relevant information	June 2017; Before creation of intercept surveys and pop-ups
Intercept surveys, pop-up activities	Assess attitudes and perceptions; will be crafted to build upon data already collected through previous surveys; To make the public aware of the project These are <i>short</i> in-person interactions	During Round 1 the focus will be general; in Round 2 it will be specific to implementation elements
Open Houses (2)	Hosted by Transportation Commission; To gain feedback on draft framework & implementation plan from both general public and key stakeholders During Round 1 the focus will be to gain feedback on draft framework; in Round 2 it will be to gain feedback on draft implementation plan	Following pop-ups and intercepts, upon release of draft framework

Online Open Houses (2)	<p>Hosted by Transportation Commission; To gain feedback on draft framework & implementation plan from both general public and key stakeholders</p> <p>During Round 1 the focus will be to gain feedback on draft framework; in Round 2 it will be to gain feedback on draft implementation plan</p>	Following pop-ups and intercepts, upon release of draft framework
Online survey	To gain feedback on draft framework	August 2017
Focus Groups (2-4)	Assess attitudes and perceptions; will be crafted to build upon data already collected through previous surveys; target audiences to be determined based on gaps in participation in online survey and open houses	After the above general public activities in Round 1
County Board Work Session	To share feedback received on draft framework; gain guidance on draft framework	Following Open House on draft framework; September
TC Presentations	To share progress of WG activities and receive feedback on draft framework and implementation plan	To occur once during each phase 4-7
Bicycle Advisory Committee	To share progress of WG activities and receive feedback on draft framework and implementation plan	BAC will receive progress updates at every meeting until CB adoption; Input/Feedback sessions will occur once during each phase 4-7
Updates to WG Member Groups	To share information on Update Process, gain feedback on draft framework and draft implementation plan	Ongoing
Staff and WG Chair presentations to stakeholder groups: advisory boards and commissions, Joint Transportation Task Force with APS, BIDs, other community groups such as PTAs, etc.	To share information on Update Process, gain feedback on draft framework and draft implementation plan	To occur during phases 4 and 6
MySidewalk	Use of online maps to illustrate and gain input on implementation plan and bicycle network priorities; smart phone accessible	Implementation phase