



# Barcroft Apartments Resident Engagement Update

Presented to: Housing Commission  
September 8, 2022



# Agenda

- Educating
- Engaging
- Listening
- What's Next





# Our Commitment to Barcroft Residents & The Arlington Community

## Preservation of Affordability:

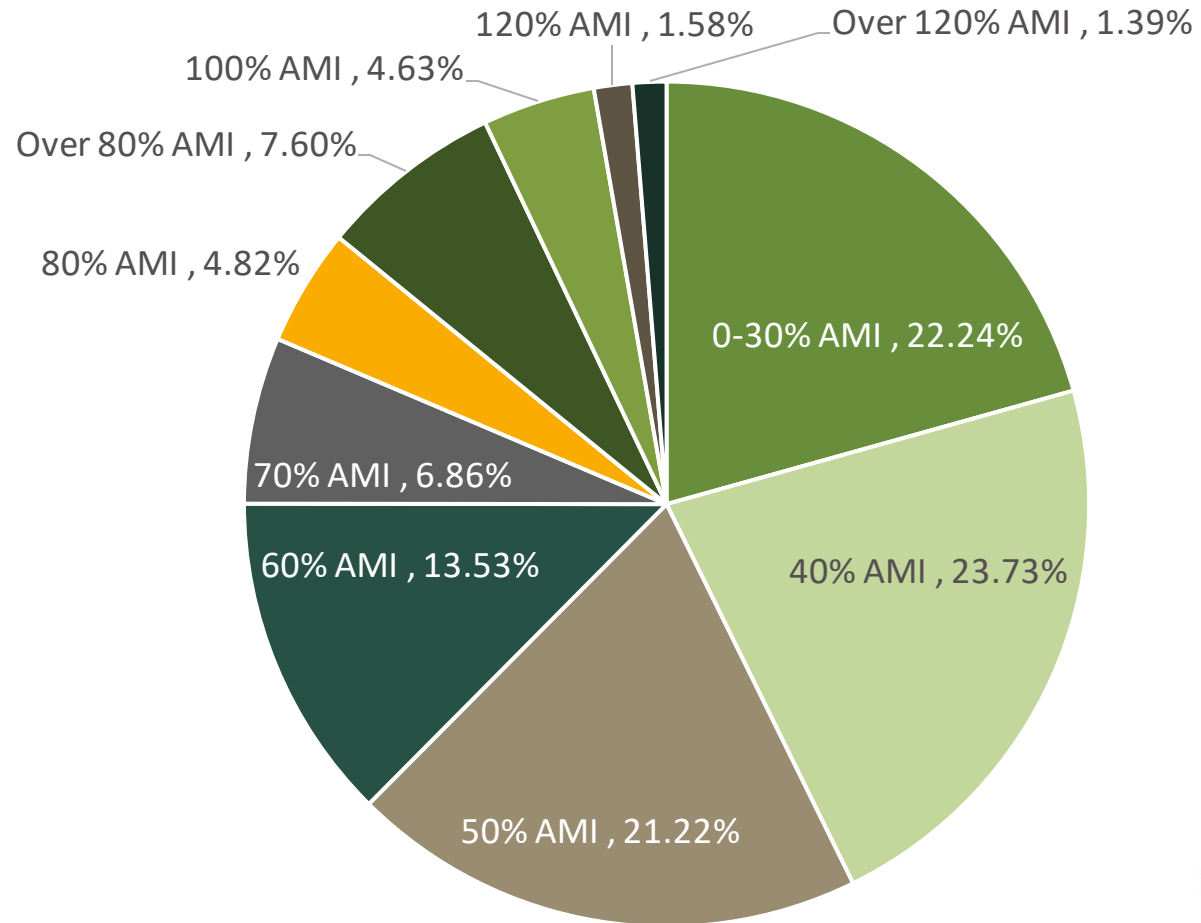
- 1,300+ units will remain affordable (up to 60% AMI) for 99 years
  - Majority of units will be renovated; a selection of units will be redeveloped. Regardless, there will be no reduction in number of affordable units at Barcroft
  - Rents will remain at current levels for the first year; with increases capped at 3.0% per year
  - No displacement of Legacy residents

## No Displacement of Current Residents:

- Legacy residents will not be displaced regardless of income and immigration status
- Rent levels frozen at 2021 levels for 2022.
- Committed to working with any resident who has concerns about the affordability of their rent moving forward.
- Fall 2022 - informing residents of what rent increases can be expected (in actual dollar amounts), a 90-day notice of increase and a process for those facing financial hardship and unable to afford a rent increase.
- All residents will be invited to engage with us throughout the planning process to ensure their voices are heard and their issues are addressed
- We will work hand-in-hand with local community groups and non-profits to bring their services to Barcroft Residents



# AMI Total Summary





# How We Are Informing Our Residents



## BeBarcroft.com

- General Info
- Goals
- FAQs
- Calendar
- Updates
- Feedback-Survey Questions

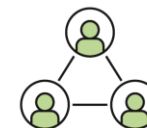
Visit →



## Video Series

- Introduction to the GH/JL Teams
- Katie Cristol helps explain the planning process and the importance of Barcroft Apartments to Arlington County
- What to expect under Jair Lynch ownership of Barcroft Apartments and its future
- Get to know BeBarcroft website and how to share your thoughts with us

Watch →



## Other

- Continued one-on-one engagement
- Resident Portal
- On-site signage
- Community meeting



Movie Nights



Picnic Blanket Giveaway



Breakfast on the Go



# How We Are Engaging With Our Residents

Popcorn Fridays



SummerFests



"Text To" Questions







# Movie Nights

*A summer series of family-friendly entertainment.*

Average attendance: 50 residents

Engagement activities:

- BeBarcroft sign-up
- BeBarcroft blanket giveaway
- Community resource flyers
- Lawn survey signs







# SummerFests

*Two family-friendly festivals with engagement and entertainment activities and food trucks.*

Attendance: More than 1,200 residents per event

More than 250 residents completed 4 engagement activities offered.

Engagement activities:

- Surveys
- Branded string bag giveaways
- Resident information tables
- Resident video feedback







# BeBarcroft.com

*A website used to inform and engage Barcroft Apartments residents*

- 513 unique visitors
- 202 followers
- 1,061 site sessions
- Average session duration: 6 min 21 sec
- 1550 total comments

Online Outreach Template | Generated on September 6, 2022 by coUrbanize

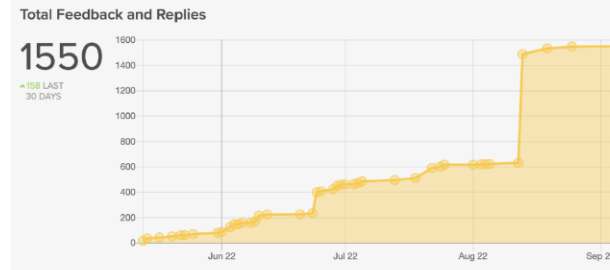
Barcroft | <https://www.becroft.com/>

### Audience Reached

513 Unique Visitors    202 Followers    1550 Total Comments

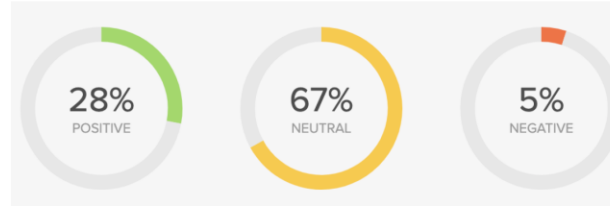
### Engagement Over Time

The cumulative number of comments and replies on coUrbanize over the project's online engagement period



### Community Sentiment

coUrbanize's system analyzes key words and phrases in each comment to determine its overall sentiment



Site sessions  
**1,061**

Unique visitors  
**513**

Avg. session duration  
**6m 21s**

### Sessions over time



Sessions by traffic source

Direct	853
courbanize.com	164
Google	31
statics.teams.cdn.office.net	7
Bing	2

### Top pages by sessions

/ (Homepage)	956
/calendar	277
/goals/objectives	235



# On-site signage

- Lawn signs throughout the site offer texting options to answer survey questions
- Flyers distributed in buildings keep residents updated on events







# What's Next

- Continued "Resident First" approach to receiving input and feedback into the MFPD
- Late October 2022 - submission of MFPD to the County Manager
- Late Fall 2022/Winter 2023 - begin community and Commission outreach to Share Concepts and Receive Feedback
- Spring 2023 – MFPD actionable items presented to the County Board for consideration





# Thank You

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