



Barcroft Apartments Resident Engagement Update

Presented to: Tenant Landlord Commission
September 14, 2022



Agenda

- Educating
- Engaging
- Listening
- What's Next





Our Commitment to Barcroft Residents & The Arlington Community

Preservation of Affordability:

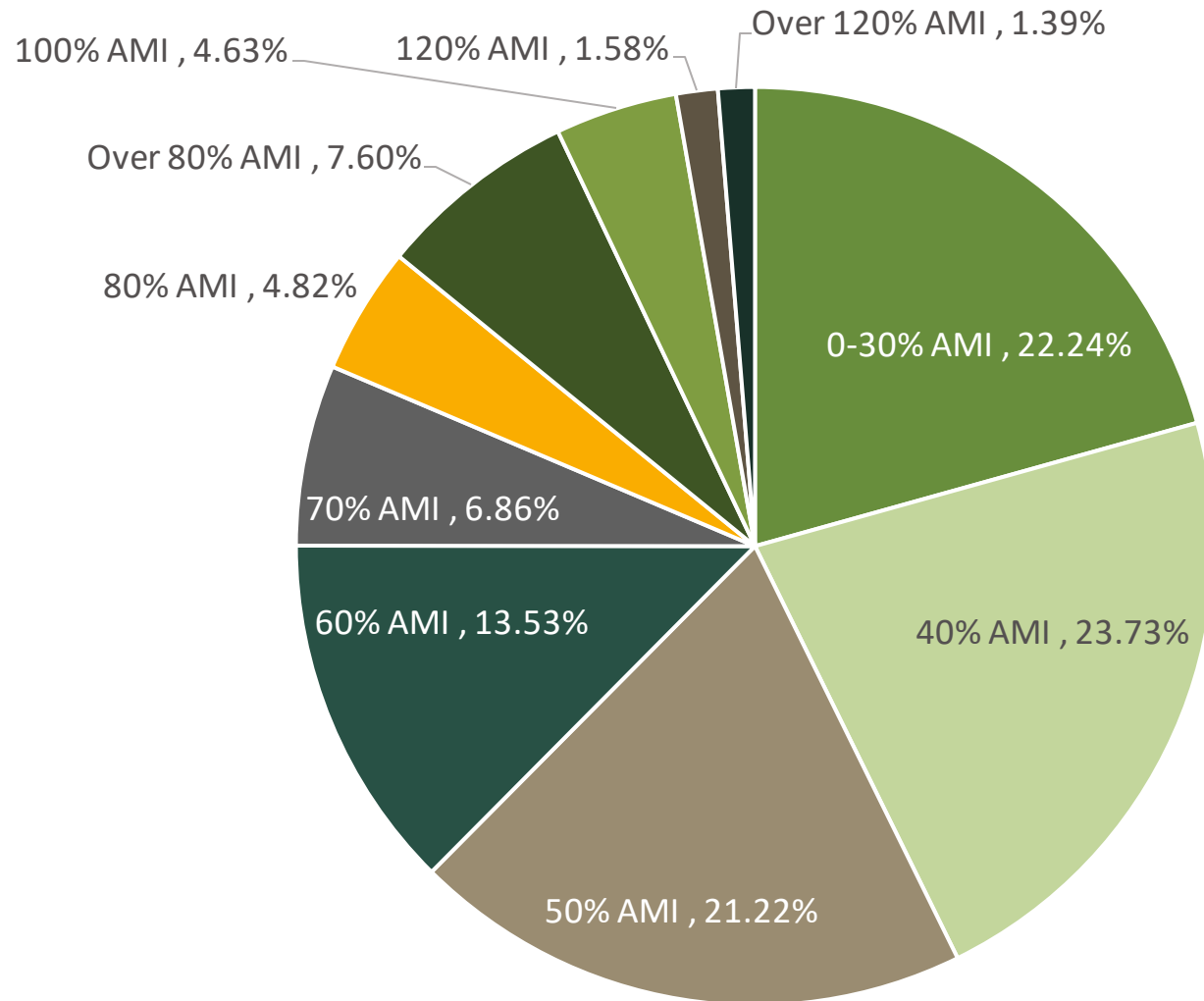
- 1,300+ units will remain affordable (up to 60% AMI) for 99 years
 - Majority of units will be renovated; a selection of units will be redeveloped. Regardless, there will be no reduction in number of affordable units at Barcroft
 - Rents will remain at current levels for the first year; with increases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

No Displacement of Legacy 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

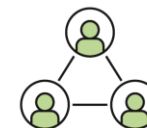
Visit →



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

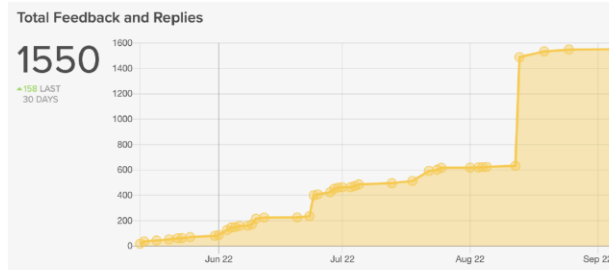
Barcroft | <https://www.becroft.com/>

Audience Reached

513 Unique Visitors 202 Followers 1550 Total Comments

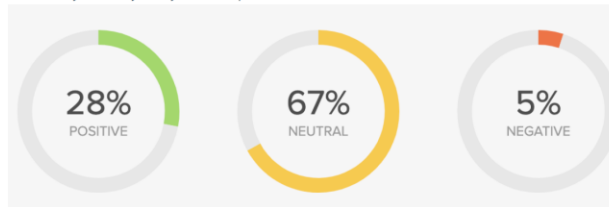
Engagement Over Time

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

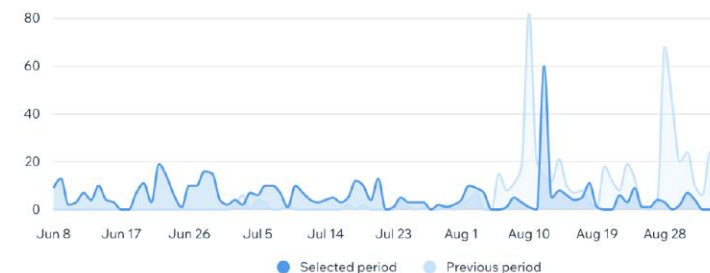


Site sessions
1,061

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 MFDP
- Late October 2022 - submission of MFDP to the County Manager
- Late Fall 2022/Winter 2023 - begin community and Commission outreach to Share Concepts and Receive Feedback
- Spring 2023 – MFDP actionable items presented to the County Board for consideration





Thank You

For more information, contact Mark Hannan at mrh@jairlynch.com