

Arlington County Affordable Housing Study

Outreach Plan and Tools

June 26, 2014



Since Last Month

- Website format
- “Sliders” for website -- values
- Calendar of Arlington events
- iContact format
- Infographic
- Stakeholder lists
- Email database

Public Outreach Timeframe

- Summer/early fall: meetings with stakeholder organizations
- County Fair August 6-10
- Late August: prepare for fall meetings
- September 22: community meeting
- October 11: community workshops
- Fall: newsletters, additional meetings, website updates, social media, press releases

Tools for Public Outreach

- Infographic
- Fact Sheets
 - Affordable Housing Study
 - FAQs, definitions, who is who
 - Affordable housing supply data
 - Affordable housing demand
 - Survey results
 - Potential policies
- Presentation based on fact sheets
- Game or survey/questionnaire at County Fair
- Fall materials, based on analytical results

Spokespersons for Public Outreach

- Working Group
 - To respective organizations
 - To civic associations
 - To sphere of influence
- County staff
 - Website, iContact, Insider, Citizen, Press Releases
 - Accompany Working Group members as needed

Preparing for Public Outreach

- Finalize tools (June-July)
- Identify stakeholders (June)
- Sign up to contact stakeholders (June)
- Sign ups prioritized (July)
- Make appointments and meet (July-September)
- Report back (Monthly)

Role of the Working Group

- Review stakeholders list (circulating)
- Add your name if willing to talk to a group
- Add any organizations that are missing from important stakeholders list
- Place a star by priority stakeholders
- Civic Engagement Subcommittee: review
- Consultants: tools and training
- Make appointments to talk with organizations selected