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