



## DRAFT Action Plan for Enhancing Public Engagement on Capital Projects

| <b>Objective 1: Build a clear &amp; consistent approach for public engagement</b> |  |   |
|---|--|---|
| <b>Key Activity</b>   | <b>Elements</b>  | <b>Tentative Timeline</b>   |
| <b>Develop <i>public engagement plan template</i> for use on capital projects</b> | <ul style="list-style-type: none"> <li>• Specifies project info – team, location, scope/parameters, regulatory constraints.</li> <li>• Includes decision matrix, with guiding questions to establish engagement level.</li> <li>• Identifies stakeholders early in process, including commissions.</li> <li>• Outlines communication strategies &amp; tools for capital projects.</li> <li>• Integrates an after-action review process.</li> </ul> | <p>Winter 2017: Finalize Template and train ACG staff</p> <p>Spring 2018: Begin using template for NEW Capital projects</p> |
| <b>Encourage civil dialogue and respect throughout the engagement process</b>     | <ul style="list-style-type: none"> <li>• Create a <b>common set of ground rules</b> for in-person and online engagements.</li> </ul>   | Fall 2017   |
| <b>Integrate engagement principles into CIP process</b>                           | <ul style="list-style-type: none"> <li>• Add public engagement as an element during internal evaluation.</li> <li>• Ensures easy-to-find information on specific CIP projects.</li> <li>• Communicates engagement process to stakeholders.</li> <li>• Involve commissions where relevant (e.g., Joint Facilities Advisory Commission).</li> </ul>  | 2018 CIP process  |
| <b>Create an Arlington Engagement Corps</b>                                       | <ul style="list-style-type: none"> <li>• Establish a cohort of neutral facilitators for external engagements on targeted projects (includes internal and external partners).</li> <li>• Provide training and strategies on meeting design and application of appropriate tools for effective engagement.</li> </ul>  | Winter/Spring 2018  |
| <b>Build Capacity for Engagement Practice</b>                                     | <ul style="list-style-type: none"> <li>• Launch engagement “boot camp” for staff, civic associations, and commissions.</li> </ul>  | Spring/Summer 2018  |

| <b>Objective 2: Strengthen communication &amp; trust throughout project lifecycle</b>                                     |   |   |
|---|---|---|
| <b>Key Activity</b>   | <b>Elements</b>   | <b>Tentative Timeline</b>   |
| <b>Establish practices to communicate early and often throughout</b>  | <ul style="list-style-type: none"> <li>• Use range of tools, including signage, websites, newsletters, email, postcards, etc.</li> <li>• Provide unique information on projects to nearby neighborhoods.</li> <li>• Share how stakeholder feedback/input influenced project.</li> <li>• Provide comprehensive information on engagement process in County Board reports.</li> <li>• Include insights on varying community views/positions (for, against, neutral) when briefing County Board (including Board reports) and public.</li> </ul> | Launch new practices in Fall 2017   |
| <b>Streamline &amp; simplify access to project information on website</b>   | <ul style="list-style-type: none"> <li>• Create searchable map view of projects on public website.</li> <li>• Publish engagement plans for all projects, from simple to complex.</li> </ul>   | Winter/Spring 2018  |
| <b>Objective 3: Expand &amp; diversify participation</b>  |   |   |
| <b>Use strategies to increase diversity in ACG engagements</b>  | <ul style="list-style-type: none"> <li>• Partner with ‘trusted source’ organizations to reach hard to reach communities.</li> <li>• Establish liaisons for targeted communities.</li> <li>• Explore alternative ways to participate (outside of face-to-face meetings).</li> <li>• Leverage “go-where-people-are” outreach models.</li> </ul>   | Ongoing   |
| <b>Partner with the County Board, commissions, advisory boards, and work groups to conduct broader community outreach</b> | <ul style="list-style-type: none"> <li>• Ensure diverse participation on commissions, advisory groups and workgroups.</li> <li>• Coordinate with respective commissions during capital project discussions.</li> <li>• Incorporate broader community input into commission work &amp; recommendations.</li> <li>• Use consistent approaches for gathering public comment during meetings.</li> </ul>  | Meet with Commission Chairs-Winter 2018<br><br>Develop and launch online training Summer 2018 |
| <b>Objective 4: Evaluate &amp; enhance policies to advance good community engagement practice</b>                         |   |   |
| <b>Apply a consistent engagement process to policy development &amp; adoption</b>   | <ul style="list-style-type: none"> <li>• Apply similar principles to engagement on policy initiatives</li> <li>• Identify alternative or additional considerations needed for policy related engagement.</li> </ul>   | Begin exploration process for policy development Fall/Winter 2017                             |
| <b>Adopt a policy agenda to enhance public engagement</b>   | <ul style="list-style-type: none"> <li>• Offer ability for commission members participate remotely or hold meeting virtually (via telephone, online, etc.) -- County legislative agenda.</li> <li>• Explore expanding options for submitting public comment at County Board meetings (beyond in-person).</li> </ul>   | 2018/2019 Virginia Legislative sessions   |