



Enhancing Public Engagement Action Plan

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

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