# Enhancing Public Engagement Action Plan

**Objective 1: Build a clear & consistent approach for public engagement**

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<tr>
<th>Key Activity</th>
<th>Elements</th>
<th>Tentative Timeline</th>
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| Develop *public engagement plan template* for use on capital projects | - 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.  
Winter 2018: Train ACG staff  
Spring /Summer 2018: Begin using template for NEW Capital projects |
| Encourage civil dialogue and respect throughout the engagement process | - 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 | - 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 | - 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 | - Launch engagement “boot camp” for staff, civic associations, and commissions. | Spring/Summer 2018 |
**Objective 2: Strengthen communication & trust throughout project lifecycle**

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| Establish practices to communicate early and often throughout | • 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  
Create ongoing strategies and advance practices on an ongoing basis

| Objective 3: Expand & diversify participation |  |
| Use strategies to increase diversity in ACG engagements | • 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  
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 | • 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  
2018/2019 Virginia Legislative sessions

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