Engaging our Community: Successful Planning in Arlington County

A presentation by the Arlington County Department of Community Planning, Housing and Development, Planning Division
What We’ll Cover Today

• About Arlington County
• A Pioneer for Planning
• Our Community-Based Processes: The Arlington Way
• Shift to an Integrated Communications Model
• Key Communications and Engagement Tools
• Top 5 Big Wins/Challenges
About Arlington County

- Population: 220,400, a 6.1% increase since 2010
- Forecasted to grow to 283,000 persons by the year 2040
- Population density of 8,541 persons per square mile
- In 2015, Arlington approved 946,050 sq. ft. of office space, 466,132 sq. ft. of retail space, 3,747 residential units and 200 hotel rooms
A Pioneer for Planning

• Arlington in 1960: 7.5 million sq. ft. office space
• Declining retail corridors
• Emerging market for government offices
• Strong single family neighborhoods
A Pioneer for Planning

- 1960s and 70s: beginning of the planning for a regional transit system
- County lobbied strongly for an underground route along the old commercial corridor versus along the median of future highway
A Pioneer for Planning

• The Bull’s Eye: Concentrate high and mid-density redevelopment around transit stations (highly targeted) and taper down to existing neighborhoods
• Encourage a mix of uses and services in station areas
• Create high quality pedestrian environments and enhanced open space
• Preserve and reinvest in established residential neighborhoods
A Pioneer for Planning

Ballston Metro  Virginia Square Metro  Clarendon Metro
A Pioneer for Planning

Ballston Metro  Virginia Square Metro
A Pioneer for Planning

• Adopted a corridor-wide General Land Use Plan based on agreed-to development goals
• Focused on developing sector plans to create distinctive “urban villages”
  • Overall vision for each station area
  • Desired public improvements
  • Urban design, open space and streetscape standards
  • Each focused on an area of approximately ¼ to ½ mile from the metro station
Our Community-Based Processes: The Arlington Way
Our Community-Based Processes: The Arlington Way

• Community participation and engagement through open houses, charrettes, working groups and online tools
• 62 active Civic and Citizen Associations
• Commissions and committees increase community input and focus on specific community needs and problems
We Shifted to an Integrated Communications Model

- Our unique model focuses on strategic, integrated communications and public outreach
- Major initiatives are assigned a communications and public outreach lead, embedded with the team from start to finish
- Benefits our mission, employees, projects and presence in the community
Key Communications & Engagement Tools

Web

- Website: arlingtonva.us
- Dedicated project and initiative pages with subscribe sign-ups and online engagement
- Event calendars, Arlington Today (events mobile app), news feeds
Key Communications & Engagement Tools

Social Media

• County-wide handles in addition to focused, topic-oriented handles (@ArlingtonVA, @planArlingtonVA)
• Videos produced by ArlingtonTV for multiple channels
• Social media tools & apps that enhance content on these channels (Periscope, Storify, Infographics)
• NextDoor: web app with neighborhood forums, think “Facebook for your neighborhood”
Key Communications & Engagement Tools

Media

- County Newsroom: blog posts, press releases
- 24/7 Communications & Public Engagement Officer
- Partnerships with hyper-local news blogs
- Meltwater: tool that monitors keywords and mentions across all external media

Print and Newsletters

- *The Citizen*: printed newsletter delivered quarterly to every Arlington household
- eNewsletters managed via GovDelivery
Key Communications & Engagement Tools

Engagement Tools

• Virtual town hall systems (previously Peak Democracy)

• CivicComment: facilitates virtual public review of PDFs

• Events: pop-ups, participation in community events such as Park(ing) Day and the County Fair

• Civic engagement toolkits: print and digital materials for working groups, citizens and staff

• Unique “design charrettes,” multi-day public workshops
Key Communications & Engagement Tools

COURTHOUSE SECTOR PLAN ADDENDUM: COURTHOUSE SQUARE
Adopted September 21, 2015
Read the full plan

LEE HIGHWAY VISIONING STUDY
Read the full study

Arlington Community Facilities Study
A resource and facilities plan for our future
Final Report
Read the full report

ROSSLYN SECTOR PLAN
Read the full plan
Our Top 5: Big Wins

• Easy-to-understand, accessible information
• Fluid, efficient and proactive communications and engagement
• Effective civic engagement, high participation
• New partnerships, stronger relationships and greater collaboration
• Work previously outsourced to consultants is completed with experienced, in-house team
Our Top 5: Big Challenges

- Organizational change; early and continuous team integration
- Balance of staff time and resources
- Staying on top of new tools and trends
- Staff skillsets, training and advising
- Community expectations
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What is Your Social Media Objective?

What Platform(s) Makes Sense?

What is your Audience Demographic?
Our Audience
Instagram
Log in to see photos and videos from your friends.

SIGN UP

USERNAME

LOG IN
Demographic

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
“I follow brands on Instagram that post pictures I look forward to seeing”

34, Male
mydwater Hats off to the talented photographer @intrepidphotos who beautifully captured The Lincoln Memorial Reflecting Pool! Built in the 1920's, this 2,028 ft. long water basin is the largest reflecting pool in Washington DC holding approximately 6,750,000 gallons on water. It is one of Washington DC's many historic landmarks.

#washingtondc #water #photography #creative #blogger #beauty #nature

lihtman33 Great Job!!
ossawa.decor Beautiful 🌸
fratgreen Love this one!
mydcwater Now this is what we call a sunset! What a breathtaking view of just one of Washington DC's water sources. Our hats go off to this photographer!!!

📸 - @nique1012 -

#acreativedc #washingtondc #photography #sunset #nature #blogger #water

style.stamped yessss

berta.ac 😊😊

aaronhandajani 🙏
mydcwater The perfect capture of how Autumn should look.

- @wanderwonders -

#fall #photography #acreativedc #water #momlife #blogger

greenthumbnursery very cool 🍂
alfapiehouse Really like going through your gallery.

frenchieyankee @wanderwonders 👍
<table>
<thead>
<tr>
<th>Filter</th>
<th>Additions that users can select to decorate their Snaps. To add a filter, simply snap a photo or a video then swipe left to see what filters are available.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GeoFilter</td>
<td>Specific to a user's location or an event they are attending and can be used to generate engagement and encourage Snapchat users to share their experiences with friends and followers.</td>
</tr>
<tr>
<td>Snap Code</td>
<td>The name for each Snapchat user's unique favicon. Instead of adding friends on Snapchat by inputting their username, Snapchat users may scan a user's unique Snapcode instead.</td>
</tr>
<tr>
<td>Story</td>
<td>Snaps shared to all of a user's Snapchat friends are compiled into a series of photos or videos called a Story.</td>
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Distribution of Snapchat users in the United States as of February 2016, by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Share of Active Users</th>
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<tbody>
<tr>
<td>13-17</td>
<td>23%</td>
</tr>
<tr>
<td>18-24</td>
<td>37%</td>
</tr>
<tr>
<td>25-34</td>
<td>26%</td>
</tr>
<tr>
<td>35-54</td>
<td>12%</td>
</tr>
<tr>
<td>55+</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Snapchat
© Statista 2016

Additional Information:
United States, February 2016
- H St. Festival
- 6 hours
- Uses - 3,577
- Views – 180,200
Happy #WorldElephantDay did you know 🐘 at @NationalZoo drink up to 50 gal of water a day? That’s enough to fill your 🦁

- 8,4055 Impressions (Views)
- 258 Total Engagements
- 21 Retweets
- 27 Likes

Heavy rain is expected! Pls help us keep the catch basins clear. Report clogged catch basins for service on Twitter or call (202) 612-3400

- 9,895 Impressions (Views)
- 99 Total Engagements
- 25 Retweets
- 7 Likes
The water main that’s ruining our morning commute is 10-12 inches wide and is ~51 years old.

8:01 AM - 16 Dec 2014

 Likes: 2 Retweets: 13
We apologize for the crazy commute. We recognize the gravity of the situation and will repair as quickly and as safely as possible.

9:00 AM - 16 Dec 2014
We've tripled the speed of updating DC's water infrastructure in recent years but it will still take a 100 years to complete the work.

9:03 AM - 16 Dec 2014
@dcwater is proving that govt can do Twitter right during a crisis/major morning headache

9:32 AM - 16 Dec 2014
Today President Obama appointed our CEO George Hawkins to the National Infrastructure Advisory Council.

President Obama Announces More Key Administration Posts
WASHINGTON, DC – Today, President Barack Obama announced his intent to appoint the following individuals to key Administration posts:

WWW.WHITEHOUSE.GOV
Thank You

@MyDCWater  @DCWater  DCWater  DC Water