

TALK TO ME

FOSTERING DIAGLOGUE IN TODAY'S WORLD

City of Alexandria | NCAC-APA Conference | June 20th, 2015





NOW, A LITTLE BIT ABOUT YOU...

Where do you work?

(<https://www.textizen.com/polls/2150>)

- A. Alexandria, VA
- B. District of Columbia
- C. Arlington County
- D. Fairfax County
- E. Montgomery County
- F. Prince George's County
- G. Prince William County
- H. Other

Text the **letter** of your answer to:

703-810-7482

Standard message fees may apply. We won't sell or share your number. More info: textizen.com/privacy.

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In which sector do you work?

- A. Public
- B. Private
- C. Non-Profit
- D. Other

Text the **letter** of your answer to:

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In which type of organization do you work?

- A. Community Development Organization
- B. Business Improvement District
- C. City/County Government
- D. State Government
- E. Regional Government
- F. Federal Government
- G. Other

Text the **letter** of your answer to:

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What is your focus area within planning?

- A. Urban Design
- B. Land Use Planning
- C. Geographic Information Systems
- D. Environmental Planning
- E. Community Development
- F. Other

Text the **letter** of your answer to:

703-810-7482

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“I am confident in my ability to engage most members of the community in urban planning issues.”

Text YES or NO to:

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WHAT'S NEXT ALEXANDRIA

City of Alexandria



What's Next Alexandria

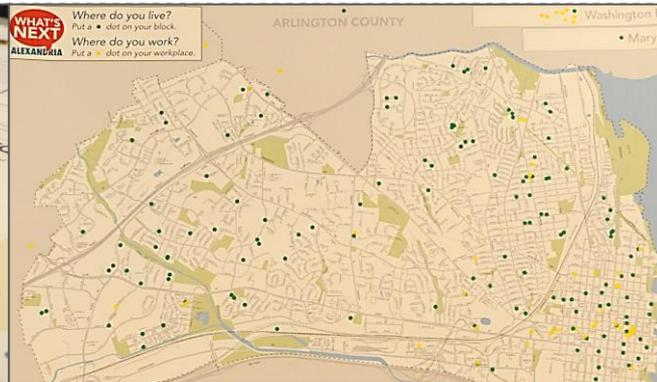
Establishing the Engagement Framework

A **community conversation** about civic engagement and how Alexandrians can best **participate in the decisions** that shape their City.

- **Expand the pool of participation**
- Make it **easier to participate**
- Establish **shared expectations**



Community Dialogue



What is expected of you as an engaged citizen? 6.

Inform yourself. Informed participation.
Express yourself.
 Come with open mind + willing to listen. Respect others ideas.
 Take responsibility.
 Educate others.
 Take initiative.
 Talk to your neighbors + get them involved.
 Respect concerns.
 Speak up + explain + advocate your point of view.
 Giving your time and energy and your particular expertise

Continued continuing informed participation in the cons. Stay engaged over time.



What does ideal engagement feel like?

legitimate opportunity for everyone to be heard equally and have an impact.
 opportunity to provide your own unique skills and gaining new skills.
 the outcome reflects the participants' contributions.





Completed Sept-June:

1. Civic Engagement Principles: Standards that *all* will follow. These serve as the FOUNDATION of the City's Civic Engagement policy
2. Civic engagement framework: A standard baseline process for all major projects.
3. Communication and Engagement Tools: Working to expand the number of people who participate, and improve the participatory experience.
4. Guidelines for successful implementation and evaluation: How will we make this work, and how will we measure success?



Civic Engagement Principles

- + **Respect** – *civility and open-mindedness*
- + **Easy Participation** - *flexibility to participate in many ways*
- + **Early Involvement** - *frame issues before conclusions drawn*
- + **Inclusiveness and Equity** - *all are informed, empowered*
- + **Meaningful Engagement** – *open and unbiased process to solicit and incorporate community input*
- + **Mutual Accountability** – *community and government share in responsibility to inform/engage according to Principles*
- + **Transparency** – *open process, timely access to full info*
- + **Evaluation**- *assessment of performance and Principles*
- + **Sustained Collaboration** – *long term partnership*

Civic Engagement Framework

City Department:

Project:

Goal :

Overall project timeline:

Phase 1 Information *(Gathering, Organizing, Understanding)*

2 Options *(Discuss and Evaluate Options)*

3 Recommendations

4 Implementation and maintenance

Key Principles:

Meaningful Engagement
Mutual Accountability
Early Involvement
Easy Participation
Inclusiveness and Equity

Engagement Activities:

- Hold public meetings that are well-organized and include group work to hear community opinions
- Collect research and identify community concerns
- Educate community on important issues about the project (online and in person)
- Reach out to the community to encourage participation (phone calls, door knocks, flyers, online)
- Visit a project location as a group

Tools:

- Offer online participation (surveys, forums, social media)
- Use graphics, maps, 3D models, & pictures to explain project

Products:

- Community engagement plan
A preliminary report that describes the project, schedule, tasks, and budget
- Clear goals for each step of the process that must be met before moving to the next step
- Community's list of issues to address and their view of what we should be working toward

Key Principles:

Sustained Collaboration
Easy Participation
Transparency
Inclusiveness and Equity

Engagement Activities:

- Hold public meetings that are well-organized and include group work to hear community opinions
- Provide information about options, including what has worked well in other places
- Research possible options and potential impacts

Tools:

- Offer online participation (surveys, forums, social media)
- Hold group meetings with people who are affected by project
- Use graphics, maps, 3D models, & pictures to explain project

Products:

- Short term report with realistic options for achieving the shared view
- Provide tools to help the community choose between the options

Key Principles:

Transparency
Easy Participation
Sustained Collaboration
Mutual Accountability
Meaningful Engagement

Engagement Activities:

- Hold public meetings that are well-organized and include group work to hear community opinions
- Present final options and how/why they were selected
- Hold public hearings where community members can make statements for City officials to consider, revise, and/or approve

Tools:

- Offer online participation (surveys, forums, social media)
- Hold group meetings with people affected by project
- Hold meetings open to the public for elected officials to hear comments and make decisions

Products:

- Report with options that have been reviewed and chosen; Report will show how community ideas guided the final recommendation, and will include the proposed plan and schedule to complete the work

Key Principles:

Transparency
Meaningful Engagement
Sustained Collaboration
Mutual Accountability
Evaluation

Engagement Activities:

- Offer visits to project sites as needed
- Evaluate how well the plan is being carried out
- Identify someone from the City who is responsible for the work and who citizens can call
- Involve the community in carrying out the plan in each phase of the process

Tools:

- Provide a schedule of project activities to carry out the plan
- Notify community about public meetings

Products:

- Use objective measurements to determine if the community engagement in the decision-making process was successful
- Provide regular progress reports



What's Next Alexandria



Handbook for Civic Engagement



January 2014

Civic Engagement Policy

Establish as City policy the Civic Engagement Principles and concepts in the Handbook in order to more meaningfully engage the public in development of City policy, plans, projects:

- Public participation shall be welcomed and encouraged; all have an opportunity to express views on matters of public policy; and views are given fair and respectful consideration
- Ensure that prior to adoption of policies that significantly impact quality of life (1) the nature of the proposed policy or action is disclosed, (2) public has reasonable opportunity to be informed, consulted, involved, or to collaborate, and (3) decision-making body has had sufficient opportunity to consider and reflect before acting.

What will success look like?

- Working **together** to solve common problems.
- Public is **well informed**, has a clear **understanding** of how to participate.
- More people **participate** in (and benefit from) City decisions.
- Community takes an **active role** in organizing others.
- City **decisions/actions** are accepted because they **reflect** public **participation** in a transparent process.
- Engagement approach is **consistent** throughout City government.
- Community and government have **mutual** trust.

Implementation

EW EISENHOWER WEST SMALL AREA PLAN SUB-AREA 1

Please place orange dots to tell us what types of Parks and Public Spaces are your Priorities for Sub-Area 1?



EW EISENHOWER WEST SMALL AREA PLAN Sub-Area 2

EW EISENHOWER WEST SMALL AREA PLAN

Please place dots to tell us what types of Parks and Public Spaces are your Priorities for Sub-Area 1?

EW EISENHOWER WEST SMALL AREA PLAN

2014 COMMUNITY MEETING #2: VISIONING



What should YOUR neighborhood park look like in 5, 10 or 20 years? Tell the City, plan your park.

EUGENE SIMPSON STADIUM PARK COMMUNITY FEEDBACK



PROCESS
From September through early December 2012, the public was invited to provide input on the existing conditions and possible future uses for Simpson Stadium Park. To gather information, the Department of Recreation, Parks, and Cultural Activities (RPCA) held a public workshop to discuss Park needs, distributed a survey asking for feedback, and met with the East Bay Citizens Association.

This same process simultaneously occurred for each of the City's large parks, including Chynoweth Park, Four Mile Run Park, Hansley Park, Brewer and Booth Parks, and Holmes Run Park. Combined, over 588 Alexandria people responded to the surveys and 45 attended workshops.

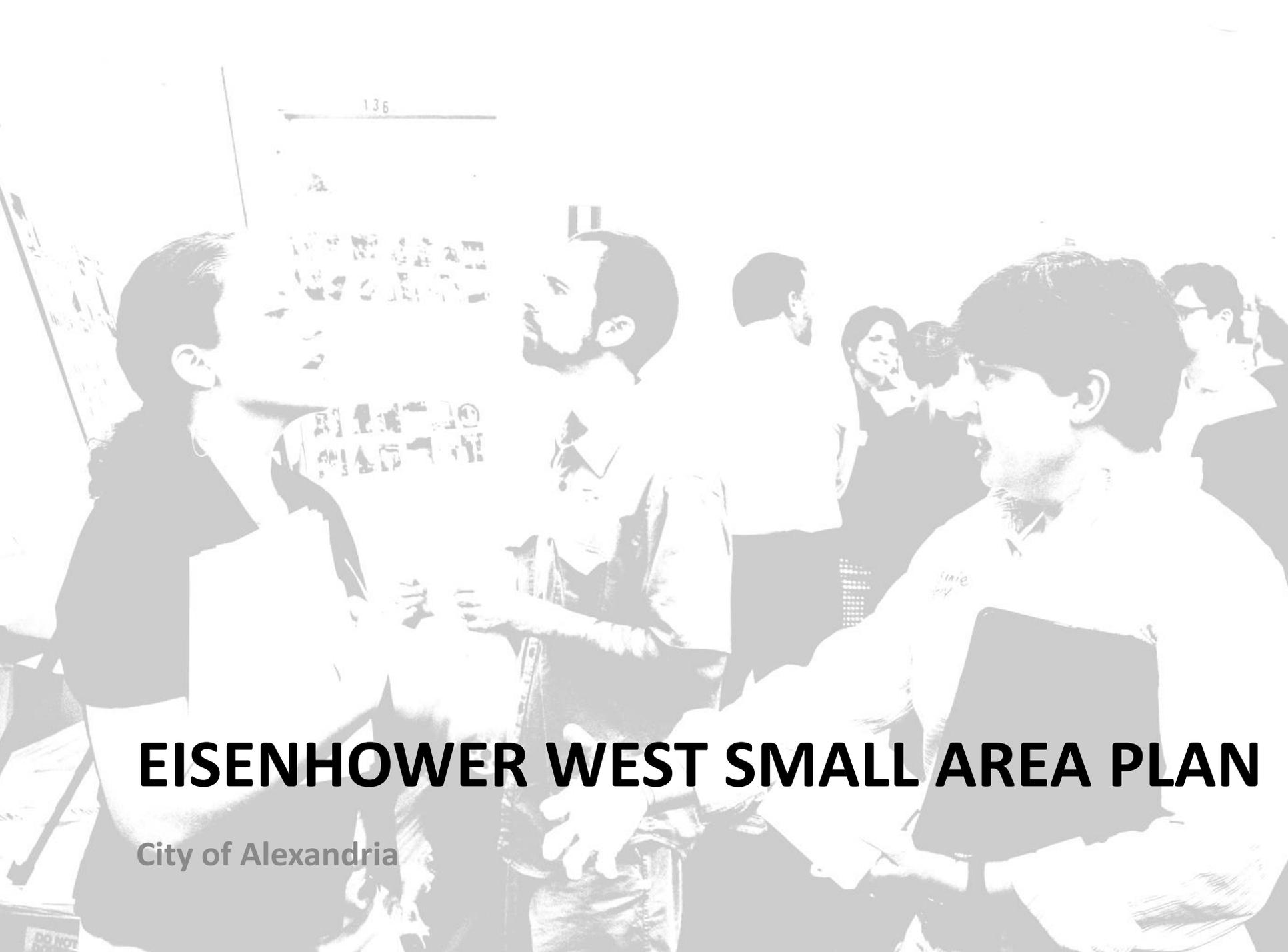
Throughout the 2012/2013 winter, RPCA will use the information gathered to determine Park needs and priorities to develop Park Improvement Plans. Ultimately, these plans will help inform budget decisions and on-going use and facility considerations.



SURVEY RESULTS
On October 1, 2012, online park improvement:

- "THERE ARE ALWAYS SO MANY PEOPLE THERE, IT'S A GREAT COMMUNITY PARK."
- "THE LOCATION IS GREAT AND THE DOG PARK HAS AMAZING PEOPLE AND DOGS. I LOVE THE DOG PARK!"
- "I LIVE NEARBY AND I LIKE THAT IT HAS A WIDE VARIETY OF USES, AND THAT IT ATTRACTS THE COMMUNITY."

What should YOUR neighborhood park look like in 5, 10 or 20 years? Tell the City, plan your park.



EISENHOWER WEST SMALL AREA PLAN

City of Alexandria



LANDMARK MALL

DUKE STREET

27th STREET

BEATLEY LIBRARY



DUKE STREET

HUMES RUN

BEN BRENNAN PARK

CAMERON STATION

S PICKETT STREET

TRADE CENTER

BACKLICK RUN



EDSALL

ARMISTEAD BOOTH PARK

CLERMONT NATURAL PARK

S PICKETT STREET

RAIL RIGHT OF WAY

RESTAURANT DEPOT

HENSLEY PARK

VULCAN CRUSHED STONE

BACKLICK RUN

MIRVIA PARKING

VICTORY CENTER

FED-EX

EISENHOWER AVENUE

THE EXCHANGE

SUMMERS GROVE

ETHANOL TRANSLOADING

COVANTA PLANT

THE RESERVE

M

1/2 MILE OF LINCOLN WALK

1/2 MILE OF LINCOLN WALK

I-495

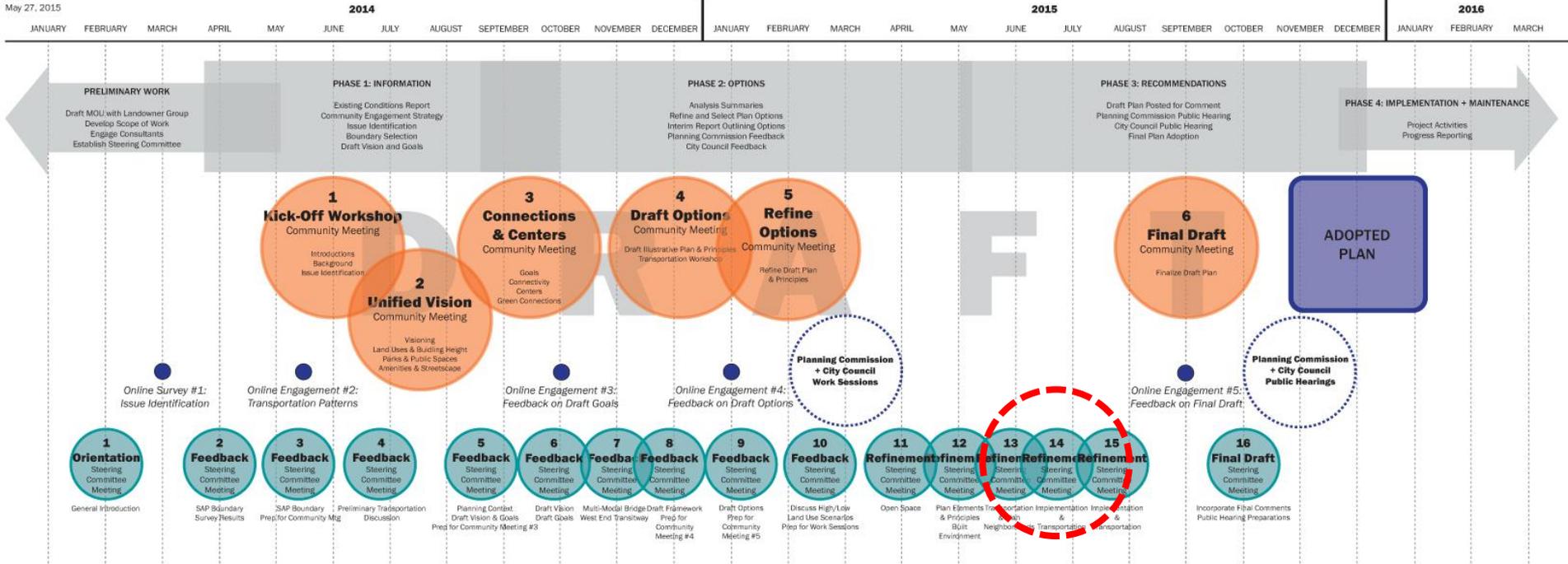
I-495



Engagement Work Program

Phasing | Key Meetings | Online Activities

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM
 DRAFT
 May 27, 2015



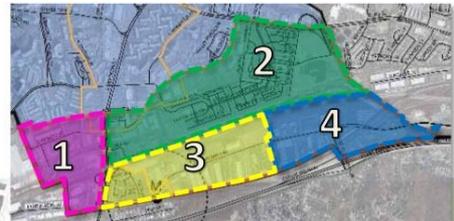
Community Meeting #1: Issue Identification



Community Meeting #2: Visioning



Expressing Preferences



Sub-Area 1
High-Rise

1. Residential
2. Office
3. Retail/ Neighborhood Services
4. Restaurants
5. Light Industrial

Sub-Area 2
Mid-Rise

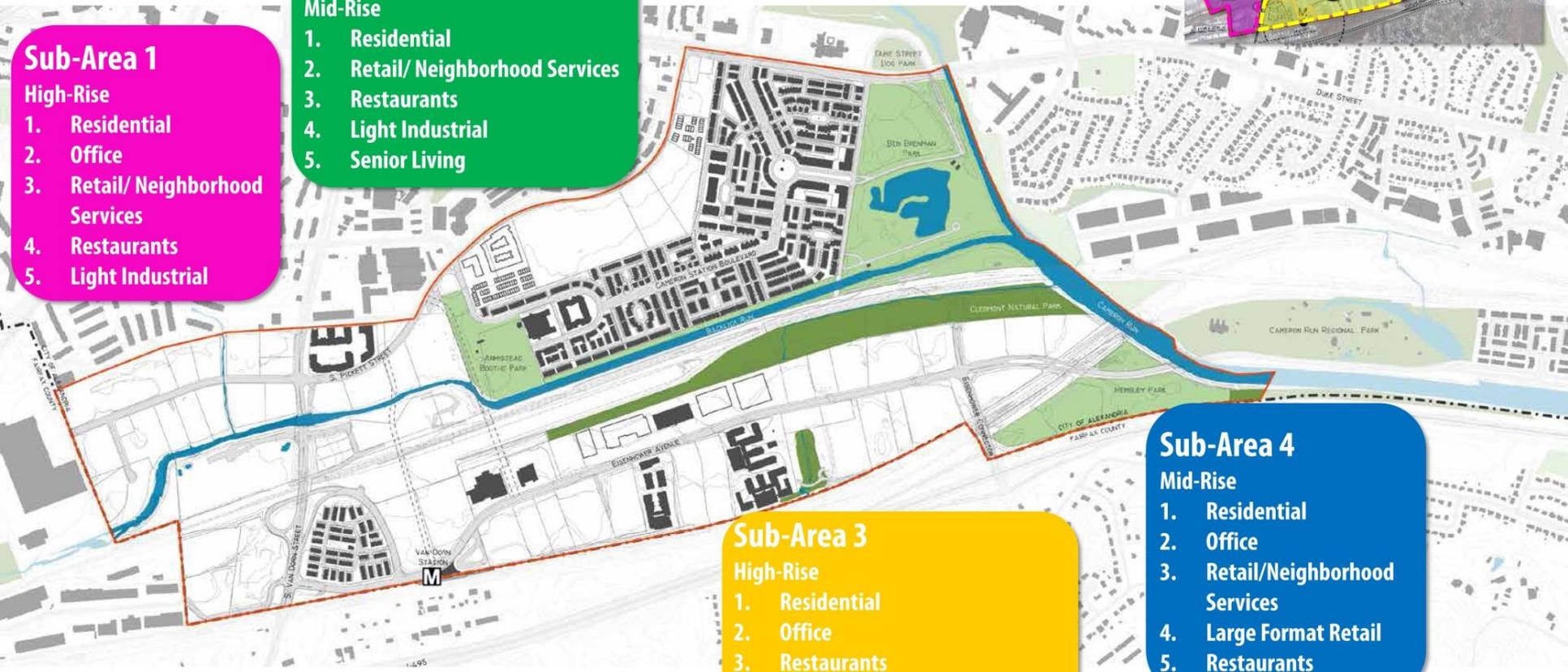
1. Residential
2. Retail/ Neighborhood Services
3. Restaurants
4. Light Industrial
5. Senior Living

Sub-Area 3
High-Rise

1. Residential
2. Office
3. Restaurants
4. Hotel
5. Retail/ Neighborhood Services

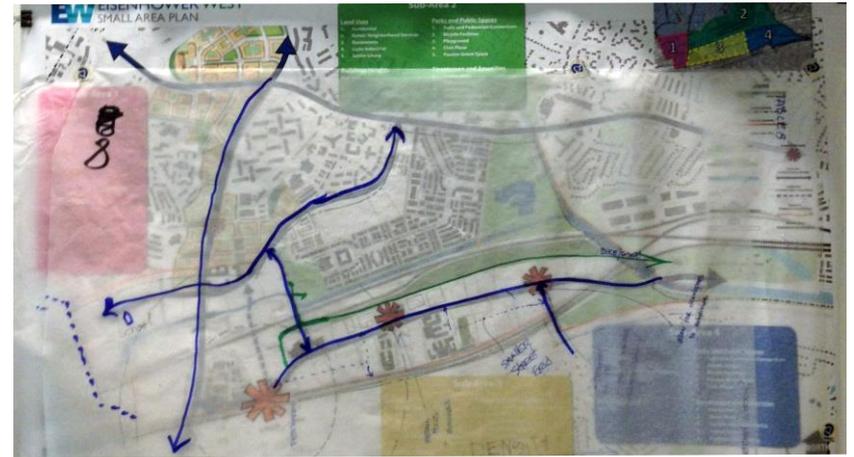
Sub-Area 4
Mid-Rise

1. Residential
2. Office
3. Retail/Neighborhood Services
4. Large Format Retail
5. Restaurants



Community Meeting #3: Locating Centers and Connections



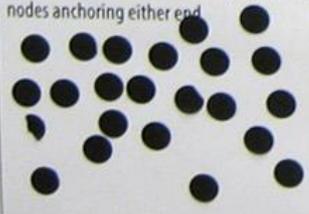




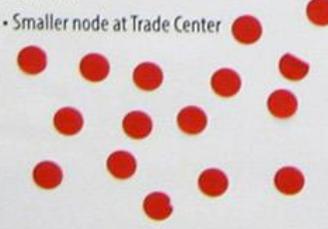
Community Meeting #4: Conceptual Land Use Options



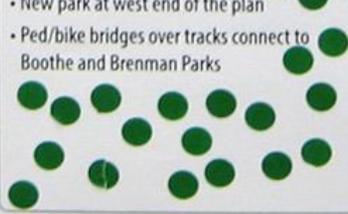
● OVERALL CONCEPT
Eisenhower Avenue as a great boulevard lined with ground-floor retail and mixed-use nodes anchoring either end



● NODES/ CENTERS
• Major mixed-use nodes at Metro and Clermont
• Smaller node at Trade Center



● GREEN SPACES
• Backlick Run enhanced west of Boothe Park
• New park and stormwater management feature
• New park at west end of the plan
• Ped/bike bridges over tracks connect to Boothe and Brenman Parks



● LAND USES
• Focus at Eisenhower Avenue as mixed-use retail street
• Office uses at either end and Victory Center
• Residential fills in west end of the plan



● SCHOOL LOCATIONS
• General Location: WEST of the multi-modal bridge



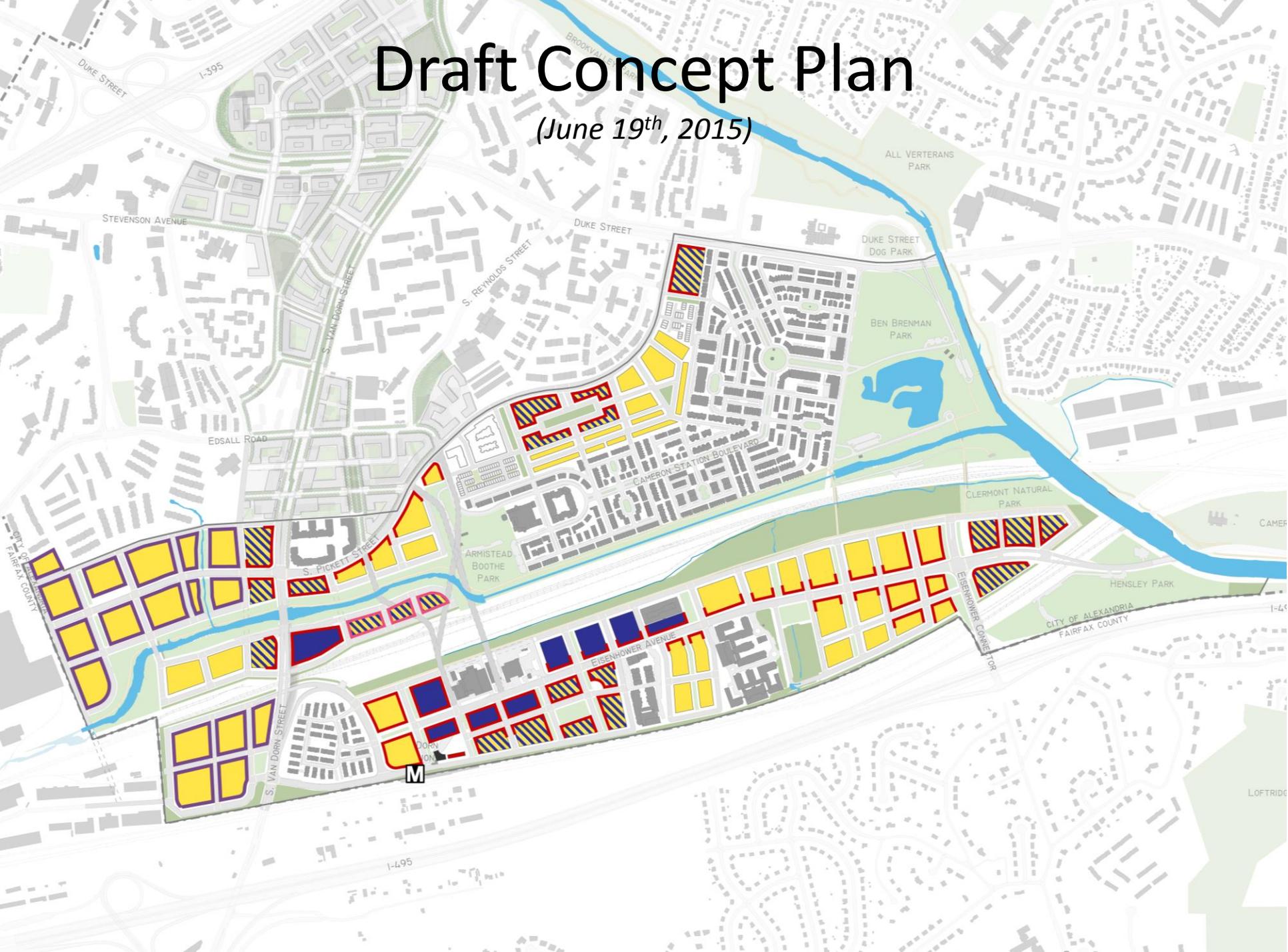


Community Meeting #5: Refined Land Use Option



Draft Concept Plan

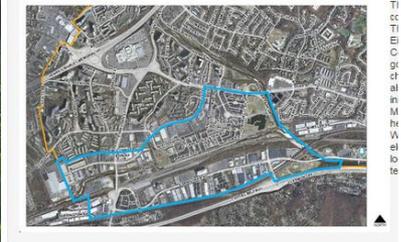
(June 19th, 2015)



We want to hear from you on the Eisenhower concept has the best big idea? What do you like individual elements (nodes/centers, green space) each concept is the strongest?

Introduction Feedback Your Response Outcome

Introduction



Responses

103 responses

facebook

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AlexandriaVA.gov is on Facebook.

To connect with AlexandriaVA.gov, sign up for Facebook today.

Sign Up Log In

AlexandriaVA.gov
Government Organization

Timeline About Photos Reviews More

PEOPLE

★★★★★
10,685 likes
4,596 visits

ABOUT

Create a Great Community & Regional Destination

public parks civic space recreational paths

AlexandriaVA.gov 1 hr

NEWS: The City has launched a new online Real Estate Taxpayer Receipt to help real estate taxpayers see how their dollars are invested.

City of Alexandria Launches Online Real Estate Taxpayer Receipt

The City of Alexandria has launched a new online "a href="http://alexandriava.gov/budgetinfo/default.aspx?id=84841">Real Estate Taxpayer Receipt" to help real estate taxpayers better understand what...

WWW.ALEXANDRIAVA.GOV

Like Comment Share

Susan Shanahan likes this.

THE SEASON FOR GIVING Hadeed Carpet and Rug Owner Joe Hadeed poses with Wayne Hardman of the Virginia chapter of Childhelp during their annual tradition of donating a collection of toys for the Childhelp Alice C. Tyler Village in Lignum, Va. The nonprofit helps children recover from abuse and neglect across the country.

City encourages participation in Eisenhower West development plan

While residents remain fixated on development along areas of the Port City like the waterfront and Potomac Yard, city planners want to make sure people don't forget about other important planning projects in the works.

Specifically, staff wants to direct attention to the Eisenhower West neighborhood — west of Holmes Run and south of Pickett Street — which, despite infrastructure like the Van Dorn Street Metrorail station, Eisenhower West Steering Committee as a way to begin the planning process for the area, but want more residents to get involved and share their vision for future "centers of activity" and connection hubs early in the process.

"Even though meetings have begun and the planning process is underway, now is a great time to get involved," said Mindy Lyle, chairwoman of the steering committee, in a statement. "Stay tuned for new online civic engagement platform, AlexEngage. There are also continuing opportunities to participate in person."

The committee will host a community meeting December 8 at Beatley Central Library at 5005 Duke St. Staff will hold an open house beginning at 6:30 p.m., with a presentation and workshop at 7 p.m.

For more information, officials encourage residents to visit the project website at www.alexandriava.gov/eisen.



CITY OF ALEXANDRIA VIRGINIA

TWEETS 4,706 FOLLOWING 440 FOLLOWERS 16.5K FAVORITES 3 LISTS 1

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Official tweets from the City of Alexandria, Va.

Alexandria, Virginia, USA
alexandriava.gov
Joined April 2009

177 Photos and videos

Tweets Tweets & replies Photos & videos

AlexandriaVAGov @AlexandriaVAGov · 1h
Alexandria's new Real Estate Taxpayer Receipt lets real estate taxpayers see how their dollars are invested: alexandriava.gov/news_display.a...

AlexandriaVAGov retweeted **RPCA, Alexandria VA** @RPCA_AlexVA · 22h
June 18: Severe storms may cause program disruptions. Call 703.746.5553 for program info & 703.746.5441 for pool info.

AlexandriaVAGov @AlexandriaVAGov · Jun 17
What are your thoughts on food trucks in #AlexandriaVA? Take a brief survey to help Council determine next steps.

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Sign up now to get your own personalized timeline!
Sign up

You may also like - Refresh

- VisitAlexandriaVA @AlexandriaVA
- Alexandria Times @AlexTimesNews
- Alexandria Police @AlexandriaVAPD
- Alexandria Patch





BUDGET CIVIC ENGAGEMENT

City of Alexandria

Making the Tough Decisions



Civic Engagement Strategy



I: ONLINE PRIORITIZATION OF LONG-TERM OUTCOMES



II: ENGAGE BOARD, COMMISSION, CIVIC GROUP & COMMUNITY LEADERS



III: PUBLIC MEETINGS ON BUDGET POLICIES & STRATEGIES

Phase II: Engage Lay Leaders

FY 2016 Budget January/February Facilitator Guide

Meeting Purpose:

- To educate community
- To seek input from community on what the City should invest in to address its needs
- To offer participants an opportunity to help balance the City budget

Facilitators' Role:

- Help participants do their work
- Listen with respect.
- Explore a range of viewpoints
- Explore different solutions to a problem
- Explore disagreements; identify common ground

This guide uses color-coded bullet points to track:

- Session objectives or information items
- Ideas for facilitators or information to share
- Questions facilitators can use to guide discussion
 - In some cases, questions are followed by possible answers. You can use them to start a conversation. Allow participants to share their own before relying on these prompts.

Agenda

January 26, 2015
6:30 p.m. – 8:30 p.m.

1. Welcome & overview (2 min)
2. City government & budget process (15 min)
 - City government structure
 - Budget process
 - FY 16 budget
3. Focus Area overview (5 min)
 - "Your Role"
 - Focus Area budget
4. Quiet Time (15 min)
 - Facilitators provide party
 - Participants read and learn
 - Participants should be able to explain how they can help achieve the
5. Sticker Polling (15 min)
 - Facilitators provide
 - Participants place
 - Participants share
6. Facilitated small group discussion (15 min)
 - What program do you want to see in the FY2016?
 - Where do you want to see it?
7. Report out (15 min)
8. Facilitated discussion (15 min)
 - a. How do you think the City should invest its money?
9. Report out (10 min)
10. Wrap-Up/Closing (5 min)

Small Group Discussion 1: Program

Objectives

The purpose of this discussion is for the group to:

- Hear different perspectives on our priorities for the FY2016 Budget;
- Understand each other's interests and why we selected certain programs for more or less funding.

Note that we are not asking participants to come to agreement on their priorities. You may need to remind them of that.

Questions/Prompts

- Start with introductions. Ask for name, any affiliations, or neighborhood.
- Does anyone want to share their top 3 priorities for program investment in 2016?
- Why did you choose those three?
- What about others? How are your top 3 priorities similar or different?
- How do they compare to others in the room based on the sticker polling?
 - Try to give everyone an opportunity to share. Encourage discussion about why people selected certain outcomes.
- Explore differences - Disagreement is ok! If there is a lot of agreement at the table, ask someone to play devil's advocate.
 - Repeat this exercise for the bottom 3 priorities.
- If you had money to invest in these programs, what would you do with it?
 - Would you increase service? Improve service? Something else?
- For low priority programs, if services were reduced, what would the impacts be? Do you think it would affect other programs?
- What did you learn from this discussion? Are there any outcomes that you would think about differently?
 - Do you think City officials have these kind of conversations? When setting priorities and funding programs?
 - Did it give them a sense of the tradeoffs that officials must make?
- Ask for a volunteer to give a 2 minute report on behalf of your table. The report can focus on points of strong agreement/disagreement among the group, what they learned from the discussion, whether anyone gained a new perspective on certain outcomes.

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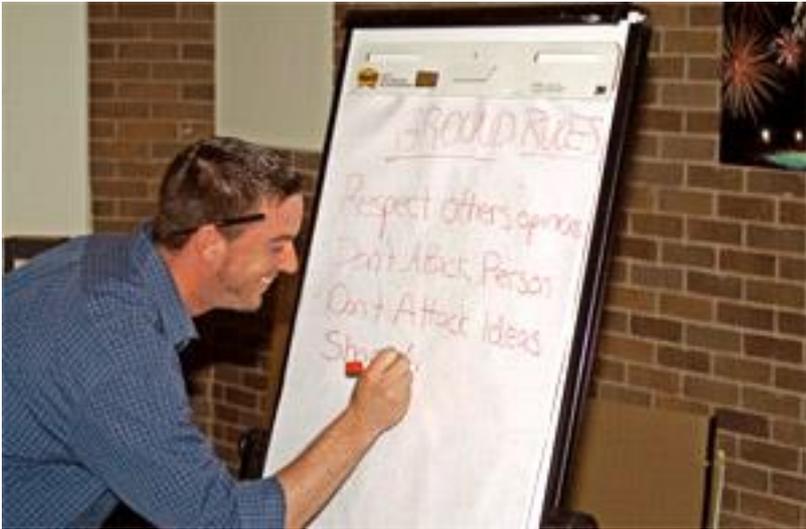


Phase III: Public Meetings



High Priority	Promote neighborhoods that are inclusive and diverse	Low Priority
● ● ● ● ●	Affordable Housing Development & Preservation	
● ● ● ● ●	Home Ownership	● ●
● ● ● ● ●	Housing Rehabilitation	●
● ● ● ● ●	Landlord Tenant Relations	● ● ● ● ●

High Priority	The City has a healthy environment that can be enjoyed by all residents	Low Priority
● ● ● ● ●	Environmental Quality Program	●
● ● ● ● ●	Resource Recovery & Street Cleaning	● ● ●





Lessons Learned

- Plan & get commitment in advance
- Meaningful discussion is possible with and without high-tech tools
- Trained facilitators are critical
- Less airtime for staff - more for community
- Use multiple engagement methods
- Reach out to existing leaders and networks
- Consistent communication
- Get comfortable with discomfort!

Q + A

- www.alexandriava.gov/WhatsNext
- www.alexandriava.gov/EisenhowerWest
- www.alexandriava.gov/Budget

How do you engage the community in your work?

TALK TO ME

FOSTERING DIAGLOGUE IN TODAY'S WORLD

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