

Arlington's Transportation Future

Phase 2 Engagement Summary

Winter 2025



Arlington's
**Transportation
Future**



ARLINGTON
VIRGINIA





Table of Contents

Executive Summary	2
Phase 2 By the Numbers.....	2
What We Heard and Learned: Key Takeaways.....	3
How We Will Use This Input	4
About Arlington's Transportation Future	5
Phase 2 Engagement Overview.....	6
Phase 2 Engagement Goals.....	6
Phase 2 Engagement Objectives.....	6
Key Information We Shared	6
Key Questions We Asked.....	6
Online Engagement.....	7
Feedback Form.....	8
In-Person Engagement	15
Open Houses.....	17
Pop-Up Events.....	21
Canvassing Events.....	22
Listening Sessions.....	23
Stakeholder Engagement.....	25
Advisory Group	25
Other Local Partners.....	25
Print and Digital Promotion	26
Moving Forward.....	27

Executive Summary

Arlington's Transportation Future is a County initiative to develop a refreshed Transportation Plan which will replace the 2007 Master Transportation Plan. With this updated plan, Arlington will be better positioned to fulfill our commitments to safety, equity, accessibility, ease of use, and climate resiliency while addressing the transportation needs of both current and future residents. **Arlington's Transportation Future** is built on a strong foundation of intentional and inclusive community engagement. Phase 2 of this engagement, held in winter 2025, focused on raising awareness about the process, building trust, and ensuring broad representation of diverse community perspectives and voices.

Phase 2 used a combination of in-person and online engagement methods, with a focus on meeting people where they are, providing geographically distributed events, ensuring language access, and creating a variety of ways for people to provide meaningful feedback. The project team asked three key questions: Does the draft Vision reflect your ideal future for Arlington? Do the draft Goals include your priorities? Is there anything missing from the draft Vision and Goals?

This document summarizes key elements of the Phase 2 engagement process: who we heard from, what we heard and learned, and how we will use that input moving forward. These findings solidify the foundations of **Arlington's Transportation Future**—its Vision and Goals—to ensure they reflect the community's needs, priorities, and desires, while supporting broader County values and priorities.

Phase 2 By the Numbers



34 days of public comment and events

between **February 22 and March 27**.



12 public events

including **two open houses, four pop-up events, and six canvassing events**—strategically distributed across the county and staffed with multilingual team members and subject matter experts **to meet residents where they are**.



11 listening sessions

with **11 community groups** to better understand the transportation experiences of **historically underrepresented community members**.



More than 4,200 people engaged

through **in-person outreach**, representing a diverse range of Arlington residents from **various communities and a broad spectrum of perspectives** that will inform the effort.



291 responses

on a **feedback form**, allowing community members to share feedback on the **draft Vision and Goals for the refreshed transportation plan**.



5,300+ webpage visits

allowing people to review the **draft Vision and Goals**, participate in the **online feedback form**, review **resources and work completed to date**, and learn more about **upcoming events**.



Diverse representation with 14 percent Spanish-language engagement at in-person events,

achieved through **multilingual materials, dedicated outreach staff, and culturally sensitive communication methods**.

What We Heard and Learned: Key Takeaways

The draft Vision and Goals **generally reflect the community feedback** shared in Phase 1.

The vast majority of feedback from respondents (79 percent) rated the draft Vision and Goals as supporting their vision for the future either “very well” or “well,” indicating that feedback shared in the previous phase of engagement was well incorporated into the development of these drafts.

The draft Goals received **widespread support** as written.

The draft Goals were seen as being generally supportive of respondents' vision for the future, with appreciation expressed for mentions of eliminating historical disparities, making transportation easy to understand, prioritizing safety, and the recognition that transportation plays a broader role in people's everyday lives.

Being safe and feeling safe are different and that should be explicitly noted in the Goals.

People expressed appreciation and support for the County prioritizing safety but noted that the draft Goal, as written, did not fully capture the fact that personal comfort, and how people feel when traveling, is critical—if people don't feel safe, they won't take a trip.

The Vision should be **refined to better reflect County priorities and values.**

The draft Vision received generally positive reactions, with people indicating that it expresses what the County is already working toward; however, respondents indicated that certain County priorities—such as sustainability and the response to climate change—could be more boldly stated.

When refining the Goals, they should be **made more people-centric.**

Despite the widespread support, comments on the draft Goals suggested that they be made more people-focused, centering the statements less on the transportation network or transportation infrastructure and more on the people who are traveling in and around Arlington.

Reliability is a top concern.

The draft “Connected” goal saw generally positive impressions in its aim to foster a network that is connected across modes and easy to understand; however, the goal name “Connected” did not feel right to many people, with suggestions to consider the word “Reliable” instead.

Arlington's Transportation Future

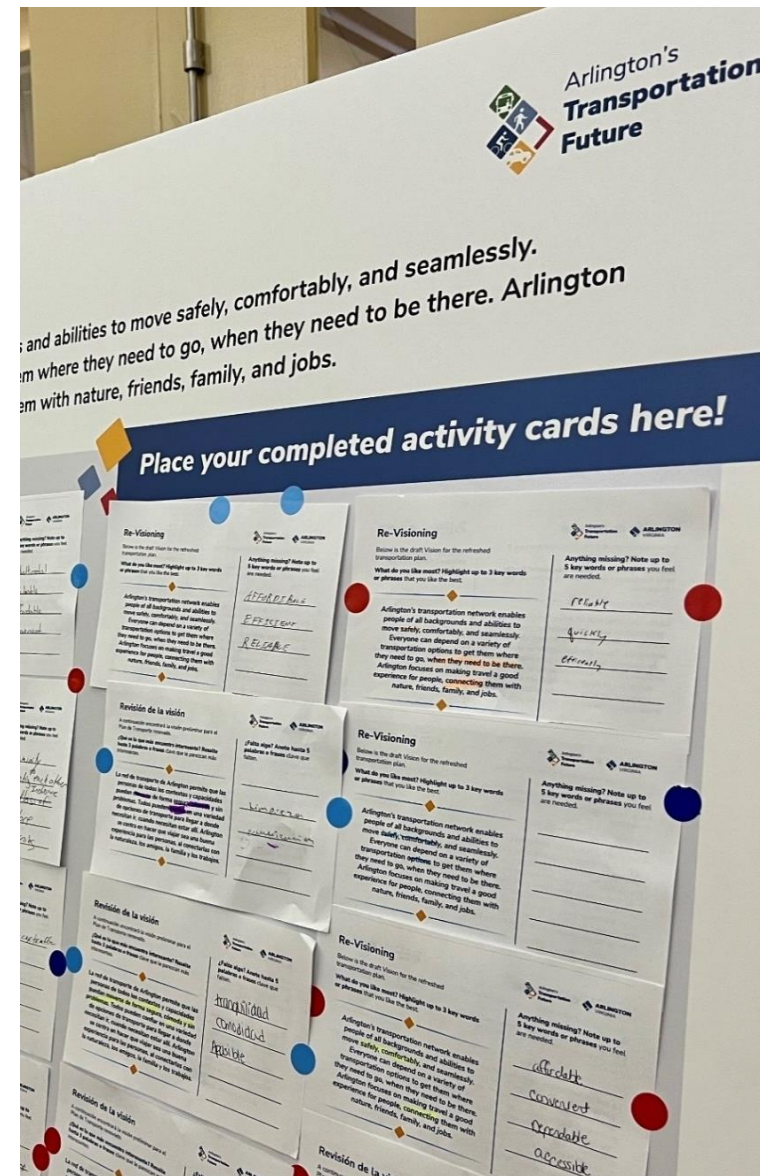
Phase 2 Engagement Summary

How We Will Use This Input

Arlington's Transportation Future will develop a refreshed Transportation Plan in close collaboration with the community. In the second phase of engagement, the County asked community members to review the draft Vision and Goals for the refreshed transportation plan and share their feedback on how well—or not well—they reflected people's ideal future for transportation in Arlington.

The project team is using this valuable feedback received in Phase 2—including comments provided online, at in-person events, during listening sessions, and from the Advisory Group—to update the draft Vision and Goals for the plan and present a refined, proposed Vision and Goals for the County Board to consider in summer 2025.

During the next phase of engagement, the County will solicit community input on draft policies, strategies, and modal priority networks that will guide transportation investment for the next 20 years.



About Arlington's Transportation Future

Arlington's Transportation Future is a County initiative to develop a refreshed Transportation Plan which will replace the 2007 Master Transportation Plan. With this plan, Arlington will be better positioned to fulfill our commitments to safety, equity, accessibility, ease of use, and climate resiliency while addressing the transportation needs of both current and future residents. The plan will serve as the Transportation Element of the County's Comprehensive Plan, guiding community investment in the coming decades and ensuring that Arlington continues to be a place where people want to live, businesses choose to locate, and visitors come to enjoy.

What Will the Plan Include?

- A Vision and Goals for the future of transportation in Arlington
- Policies and strategies that will guide future decision-making and help us achieve our goals
- A guide for prioritizing improvements to Arlington streets based on safety, equity, accessibility, and other needs
- The integration of other Board-adopted County plans, programs, and initiatives

What Will the Plan Provide?

- A cohesive transportation plan that integrates the six modal elements (bicycle, transportation demand and system management, parking and curb space management, pedestrian, streets, and transit) of the 2007 Master Transportation Plan
- A new framework for transportation planning and decision-making that will set clear expectations and develop a shared understanding of priorities and trade-offs

Timeline

The project team will guide the plan's development over four phases, from fall 2024 through 2026. In the first three phases, community members will be able to share their thoughts through questionnaires, in-person public events, and online tools. The final phase will be Board adoption of the plan. Public participation will ensure the plan reflects the unique transportation needs and preferences of our community.



Phase 2 Engagement Overview

Building upon the momentum of Phase 1 of engagement (fall 2024), in Phase 2, the project team created opportunities for the community to collaborate to refine the draft Vision and Goals for the refreshed transportation plan, which were developed using public feedback gathered during Phase 1 of engagement. Reaching out to and hearing from a broad range of the Arlington community was a key priority. The project team intentionally crafted outreach efforts to lower barriers faced by historically underrepresented groups by meeting people where they are and gathering feedback on the draft Vision and Goals. We asked community members if the draft Vision and Goals reflect County priorities, if the draft Goals support the draft Vision, and what may be missing from the draft Vision and Goals.

Phase 2 Engagement Goals

- Share findings from Phase 1 of engagement
- Share the draft Vision and Goals
- Seek community input to refine the draft Vision and Goals
- Collect insights that inform the development of policies and actionable strategies

Phase 2 Engagement Objectives

- **Collaborate:** Collect feedback on the draft Vision and Goals to ensure they resonate with the community and identify any missing elements or concerns
- **Communicate:** Share key themes and insights from Phase 1 of engagement and how that feedback shaped the draft Vision and Goals
- **Consult:** Gather input from the public and stakeholders representing diverse constituencies and communities on the draft Vision and Goals to ensure they align with community and County priorities

Key Information We Shared

- Snapshot of transportation in the County today
- Summary of Phase 1 of engagement, including what we heard and how we used that feedback
- Draft Vision and Goals reflective of Phase 1 feedback

Key Questions We Asked

- Does the draft Vision reflect your ideal future for Arlington?
- Do the draft Goals include your priorities?
- Is there anything missing from the draft Vision and Goals?

Draft Vision and Goals

Draft Vision

Arlington's transportation network enables people of all backgrounds and abilities to move safely, comfortably, and seamlessly. Everyone can depend on a variety of transportation options to get them where they need to go, when they need to be there. Arlington focuses on making travel a good experience for people, connecting them with nature, friends, family, and jobs.

Draft Goals



Connected

Provide an interconnected transportation network that is intuitive, dependable, and well maintained, enabling people and goods to seamlessly reach their destinations.



Safe

Prioritize safety for all people and eliminate transportation-related deaths and serious injuries.



Equitable and Inclusive

Create a welcoming, comfortable, and accessible transportation system for people of all backgrounds and abilities, while working to eliminate historical disparities in transportation policy and investment.



Sustainable

Develop a transportation system that moves more people without more traffic, reduces environmental impacts, supports climate resilience, and connects people with nature.



Livable

Create a transportation system that maintains and improves quality of life, affordability, economic vitality, physical health and mental wellbeing, and sense of community.



Transparent and Accountable

Deliver and maintain a transportation network that addresses community priorities, acknowledges trade-offs, and builds public trust through exceptional stewardship of resources.

Online Engagement

Feedback Form

One of the engagement tools for Phase 2 was a feedback form focused on the draft Vision and Goals. The project team made the feedback form available in English and Spanish, both online and at open house events. The feedback form shared the draft Vision and Goals and prompted participants to answer questions about how well-aligned they were with their priorities, what key words or phrases they liked best, and what might be missing. In addition to making the feedback form available at in-person events, it was heavily promoted as part of Phase 2 communications and outreach efforts, including flyers and brochures distributed at canvassing events, yard signs placed at key public locations across Arlington, and Arlington's social media accounts and newsletters.

The project team made the feedback form available between Saturday, February 22, and Thursday, March 27. A total of 291 community members shared feedback using the online form.

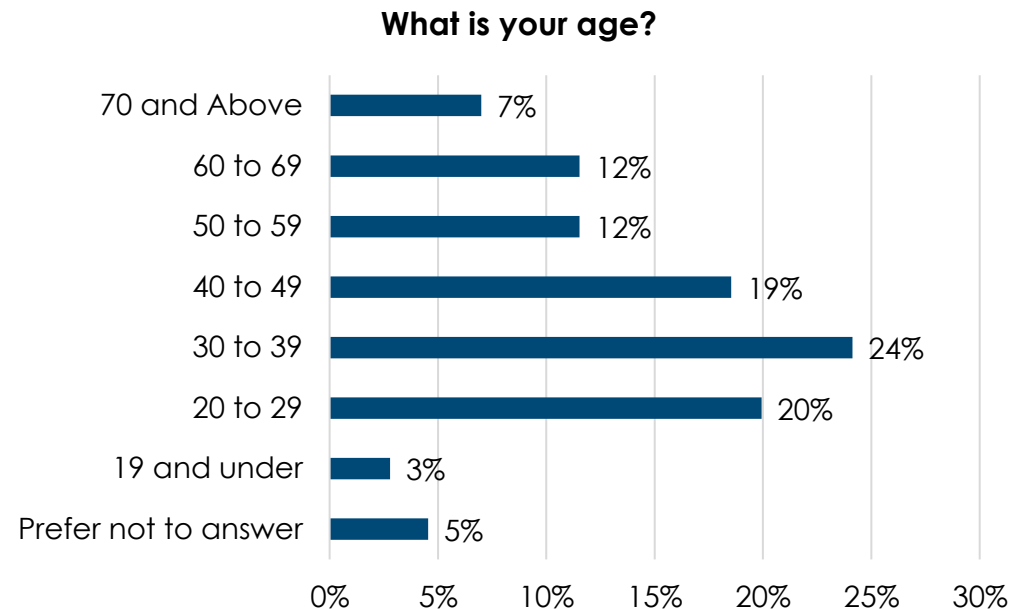
Who We Heard From

People between the ages of 20 and 49 made up the majority of respondents (65 percent).

- This age distribution of respondents is generally representative of that of the county overall, with the exception of young (19 and younger) community members, who were significantly underrepresented (3 percent of questionnaire respondents versus 18 percent of the county overall).

Gender distribution was nearly evenly split between respondents identifying as male and female.

- The gender distribution of respondents generally aligns with that of the County overall (49.7 percent female and 50.3 percent male).



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Phase 2 Engagement Summary

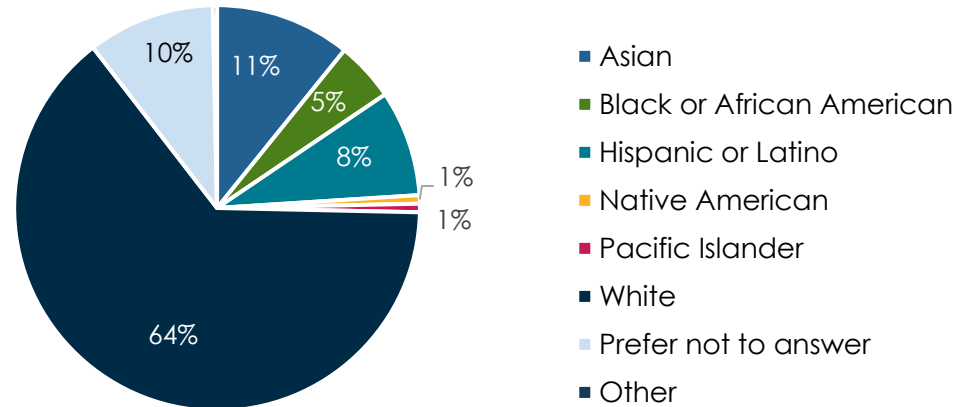
People who identified as white made up a majority of respondents (64 percent), an overrepresentation compared to the racial makeup of Arlington overall (59 percent of whom identify as white).

- People who identified as Hispanic or Latino made up 8 percent of respondents but make up 15 percent of the county overall.
- People who identified as Black or African American made up 5 percent of respondents but make up 8 percent of the county overall.

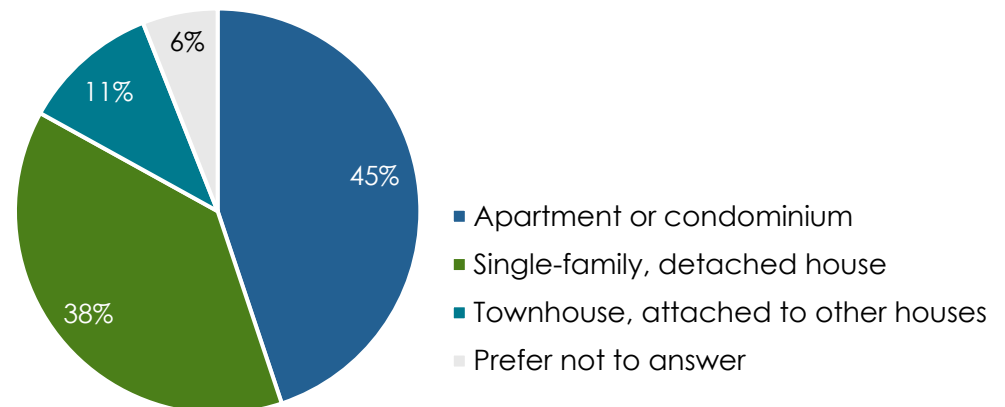
Respondents who live in an apartment or condominium account for a majority of respondents (45 percent), an underrepresentation compared to the housing makeup of Arlington overall (70 percent of Arlingtonians currently live in an apartment or condominium home).

- Respondents who live in a single-family, detached house are overrepresented, accounting for 38 percent of respondents, and only 22 percent of the County.
- Respondents who live in a townhouse are slightly overrepresented, accounting for 11 percent of respondents, and only 6 percent of the County.

Which of the following best describes your race?



Which best describes your current home?



Arlington's Transportation Future

Phase 2 Engagement Summary

What We Heard: Draft Vision

The majority of respondents believe that the draft Vision aligns with their ideal vision for the future of transportation.

- 212 respondents (75 percent) believed that the draft Vision aligns “very well” or “well” with their ideal vision for the future of transportation.
- 48 respondents (17 percent) were neutral toward the draft Vision.
- 24 respondents (8 percent) believed that the draft Vision did not reflect their ideal vision well or at all.

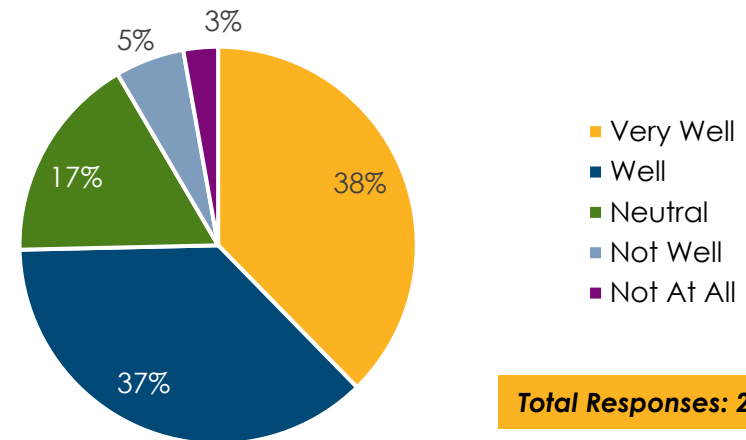
The concepts of moving safely, comfortably, and seamlessly were the elements of the draft Vision that resonated with the vast majority of respondents.

- Nearly 200 respondents selected “move safely, comfortably, and seamlessly” as the phrase that they liked best from the draft Vision.
- 157 respondents selected a “variety of transportation options” as a phrase they liked.
- “Where they need to go, when they need to be there” and “everyone can depend on” received 148 and 138 selections, respectively.

Open-ended responses noted that the Vision should invest in and emphasize sustainable, timely, efficient, and reliable transportation options such as walking, bicycling, and taking transit.

- 34 respondents emphasized the need for sustainable solutions and transportation networks.
- Focusing on improving the current modes available in Arlington (drive, walk, bicycle, transit) was important to 18 respondents and 21 respondents emphasized the need to enhance transportation options besides private vehicles.
- 22 respondents noted the need for timely, efficient, and dependable transportation options.

How well does the draft Vision match your ideal transportation future?



Which key words or phrases do you like best?

(Respondents were able to select all that apply)



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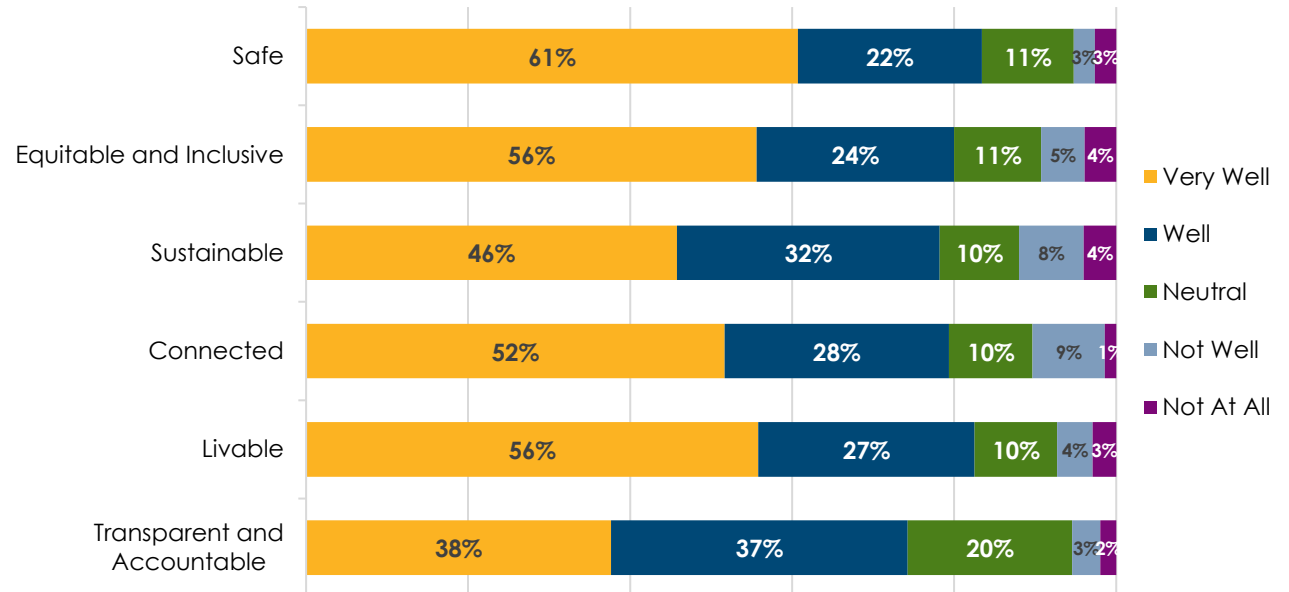
Phase 2 Engagement Summary

What We Heard: Draft Goals

Overall, respondents felt that the draft Goals aligned with their vision for transportation.

- 83 percent of respondents believed the draft Safe goal and draft Livable goal support their vision for the future of transportation in Arlington "very well" or "well."
- The draft Transparent and Accountable goal received the lowest percentage, 75 percent, of "very well" and "well" selections and received the greatest percent of neutral responses (20 percent).

How well do the draft Goal statements support your vision for the future of transportation in Arlington?



Arlington's Transportation Future

Phase 2 Engagement Summary

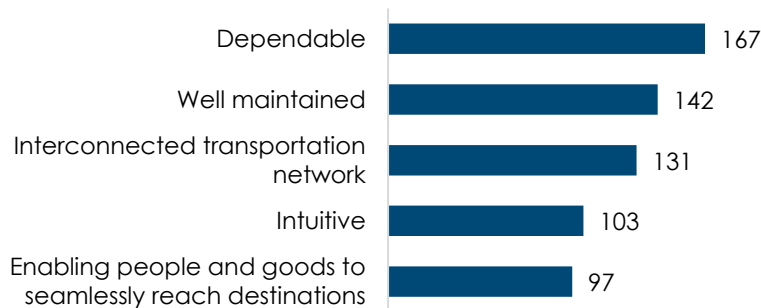
Connected

Eighty percent of respondents felt that the draft Connected goal reflected their vision for the future.

- 10 percent of respondents believed the draft Connected goal does not reflect their vision for the future of transportation.

Respondents appreciated many of the key word and phrases in the draft Connected goal, with four being selected by more than a third of participants.

Which key words or phrases do you like best?
(Respondents were able to select all that apply)



Open-ended responses discussed the importance of reliable and efficient transportation options.

- Respondents discussed the potential to rename this goal to "Reliable," as a reliable network requires connectivity, but a connected network may not be reliable.
- Respondents discussed the need to connect to destinations within Arlington in addition to regional destinations outside of the County such as Tysons or Washington, DC.
- Open responses emphasized the desire for seamless and efficient travel.

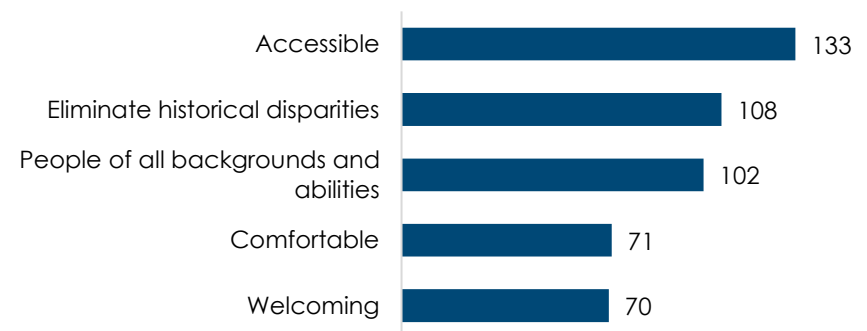
Equitable and Inclusive

The vast majority of respondents believed that the draft Equitable and Inclusive goal aligned with their vision.

- 80 percent of respondents believed that the draft Goal aligned "very well" or "well" their vision.

Respondents most appreciated the "accessible" language in the draft Equitable and Inclusive goal.

Which key words or phrases do you like best?
(Respondents were able to select all that apply)



Open-ended responses requested greater clarity and definition of the terms used in the draft goal language.

- The addition of "ages" (in conjunction with "backgrounds and abilities") was important to many respondents.
- Respondents highlighted that affordable transportation is a key element of an equitable and inclusive experience.

Arlington's Transportation Future

Phase 2 Engagement Summary

Livable

83 percent of respondents believed the draft Livable goal reflected their vision for the future of transportation in Arlington.

- 10 percent of respondents were neutral to Livable.
- 7 percent of respondents believed the draft goal did not reflect their vision for the future of transportation.

The language “affordability” and “quality of life” most resonated with respondents.

Which key words or phrases do you like best?
(Respondents were able to select all that apply)



Open-ended responses discussed the language of the goal, and how it relates to other draft Goals.

- Respondents believed this goal would be the product of successful implementation of the other draft Goals.
- Respondents inquired how the transportation network's impact on these factors would be measured.

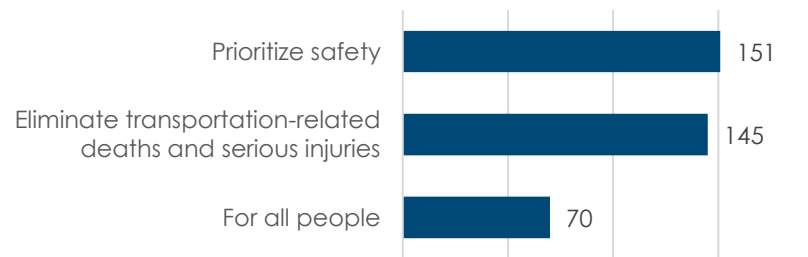
Safe

The vast majority of respondents believed that the draft Safe goal reflected their vision for the future of transportation.

- More than 60 percent of respondents believed that the draft goal aligned “very well” with their vision for the and 22 percent of respondents believed that the goal aligned “well.”

The concept of prioritizing safety and eliminating transportation-related deaths and serious injuries resonated most with respondents.

Which key words or phrases do you like best?
(Respondents were able to select all that apply)



Safety for all users, accountability, and context sensitive design solutions are also important to respondents.

- Open-ended responses discussed the need to improve safety for all users, including people walking, biking, and taking transit. Respondents expressed the desire to improve the perception of safety and comfort throughout the network, going beyond tracking just serious injury and fatal incidents.
- Respondents emphasized the need for accountability and enforcement of unsafe behaviors of all roadway users.

Arlington's Transportation Future

Phase 2 Engagement Summary



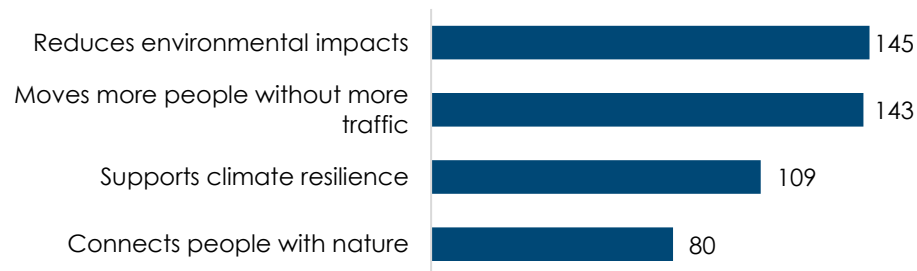
Sustainable

Most respondents believed the draft Sustainable goal reflected their vision for the future of transportation in Arlington.

- Nearly 80 percent of respondents believe that the draft goal aligned “very well” or “well” with their vision.

Respondents equally liked two phrases, “reduces environmental impacts” and “moves more people without more traffic.”

Which key words or phrases do you like best?
(Respondents were able to select all that apply)



Respondents highlighted ambiguity in the draft Sustainable goal and wished to see more specificity.

- Respondents correlated “...moves more people without more traffic...” as reducing car dependency and mode shift but noted that “traffic” is not specific to cars only. Respondents noted that the goal should focus on “less traffic” instead of “without more traffic.”
- Respondents noted the goal should align with the County's climate resolution and be more urgent and aspirational.
- “Environmental impact” has a variety of interpretations and there was a desire to be more specific in the goal language.



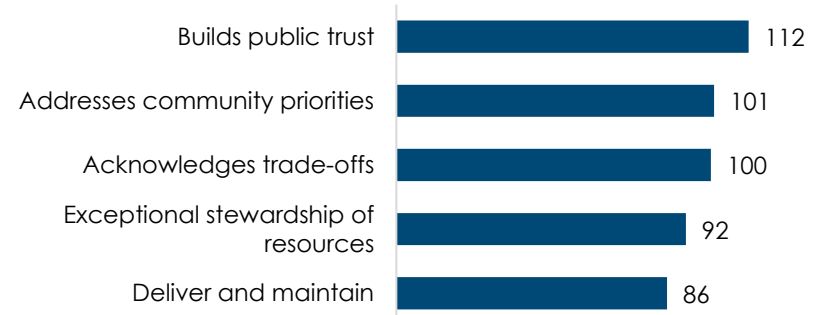
Transparent and Accountable

A majority of respondents believed the draft Transparent and Accountable goal reflected their vision.

- 75 percent of respondents believed the draft Transparent and Accountable goal reflected their vision.
- 20 percent of respondents felt neutral toward the draft goal—the highest percentage for this sentiment across all draft goals.
- 5 percent of respondents did not believe the draft goal aligned with their vision.

No specific key words and phrases emerged as a favorite.

Which key words or phrases do you like best?
(Respondents were able to select all that apply)



Open-ended responses highlighted evidence-based decision-making, improved public engagement, and information sharing as critical for this goal to be successful.

- Many respondents noted the need for data-based decision-making.
- Ensuring communication is clear and continuous with the public also was important to numerous respondents.

In-Person Engagement

The project team relied heavily on in-person events to engage and inform the public during Phase 2, promoting dialogue and collaboration, cultivating understanding, and encouraging active participation in the planning process. The project team prioritized engaging historically underrepresented audiences by meeting community members where they are and having multilingual staff members at all events.

Open Houses

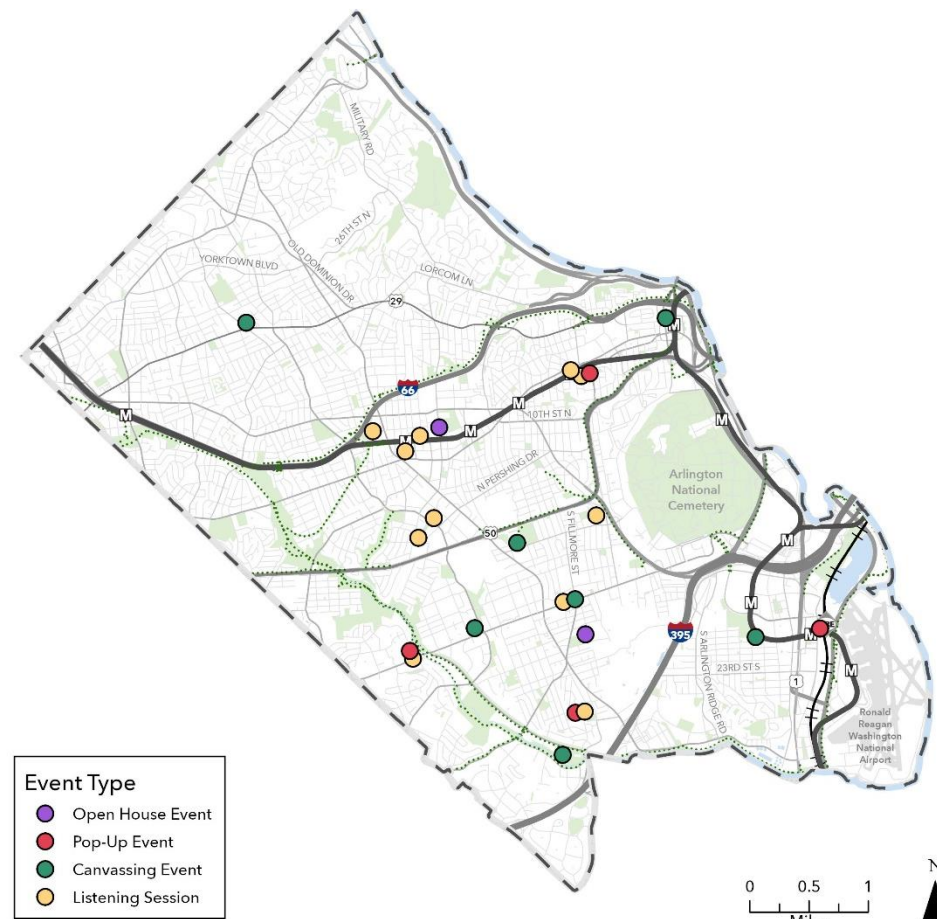
The project team held two in-person open house events for community members to learn about Phase 1 engagement takeaways, review key findings from the Transportation Snapshot Report, and provide input on the draft Vision and Goals using a variety of interactive activities. Scheduling these open houses on different days of the week and in different areas of the county maximized accessibility and reached a broad range of community members.

- **Wednesday, March 5 (Evening):** Central Library
- **Saturday, March 13 (Evening):** Walter Reed Community Center

Pop-Up Events

The project team held four pop-up events to reach those less likely or available to attend traditional events or to engage online. These events were intentionally located in popular destinations at targeted times of day and on multiple days of the week to meet people where they are, addressing barriers that commonly prevent people from participating.

- **Saturday, February 22 (Afternoon):** Feel the Heritage Festival (Charles Drew Community Center)
- **Saturday, March 1 (Afternoon):** Mega Mart
- **Saturday, March 8 (Morning):** Arlington Farmers Market
- **Saturday, March 15 (Afternoon):** National Landing Water Park





Arlington's Transportation Future

Phase 2 Engagement Summary

Canvassing Events

The project team held six canvassing events to raise awareness about the effort and to promote the online feedback form and open house events. These events focused on quick, informal conversations and handing out project information cards and flyers. These materials included key details and QR codes to the website and online feedback form, enabling the County to share information and encourage community engagement.

- **Saturday, March 1 (Evening):** Skate Night at Thomas Jefferson Community Center
- **Monday, March 3 (Afternoon):** Lee Harrison Shopping Center
- **Tuesday, March 4 (Afternoon):** Rosslyn Plaza
- **Tuesday, March 11 (Afternoon):** Columbia Pike and S Walter Reed Drive
- **Tuesday, March 11 (Afternoon):** Aurora Hills Library
- **Wednesday, March 12 (Afternoon):** El Centro/Harris Teeter

Listening Sessions

The project team held 11 listening sessions in partnership with community organizations to prioritize feedback from populations that were expected to not be reached, or be underrepresented, in other Phase 2 engagement efforts. The listening sessions aimed to build trust between community members and the County team and foster relationships with diverse audiences, particularly those with historically lower participation rates.

- **Tuesday, March 18:** Arlington Education and Employment Program (REEP)
- **Wednesday, March 19:** True Ground – Unity Ballston
- **Thursday, March 20:** Black Heritage Museum of Arlington
- **Friday, March 21:** The Jefferson
- **Monday, March 24:** Culpepper Garden
- **Tuesday, March 25:** Arlington Public Schools Youth
- **Wednesday, March 26:** Arlington Economic Development Agency
- **Wednesday, March 26:** National Association for the Advancement of Colored People (NAACP)
- **Thursday, March 27:** BU-GATA Tenants Association
- **Friday, March 28:** Arlington Schools Hispanic Parents Association (ASHPA)
- **Tuesday, April 1:** ENDependence Center of Northern Virginia

Arlington's Transportation Future

Phase 2 Engagement Summary

Open Houses

The project team held **two in-person open house events** connecting community members with project staff to discuss findings from Phase 1 engagement and the Transportation Snapshot Report and to share feedback on the draft Vision and Goals. These open houses were held at Central Library on Wednesday, March 5, and Walter Reed Community Center on Thursday, March 13; a total of **188 Arlingtonians attended**. The County scheduled these open houses at different times of day in different areas of Arlington to maximize accessibility and reach a broad range of community members.

During the open houses, staff presented an overview of the effort, Phase 1 engagement findings, Transportation Snapshot Report findings, and the Vision and Goals development process. The project team presented attendees with the draft Vision and Goals and asked them to share feedback on the draft statements through a series of interactive activities. For the draft Vision, attendees were given the full draft statement on a handout and asked to highlight the words or phrases they liked best and share any words or phrases they thought were missing. For the draft Goals, we presented attendees with a list of priorities and values—informed by what we heard in Phase 1—and asked them to identify which, if any, of the draft Goals addressed those values. Attendees also were able to add priorities they felt were missing.

Information was presented in English and was available in Spanish, along with multilingual staff support.



Arlington's Transportation Future

Phase 2 Engagement Summary

What We Heard: Draft Vision

Participants were asked to highlight up to five words that most resonated with them in the draft Vision.

Overall, participants highlighted many of the key words and phrases in the draft Vision, seeing at least a part of their ideal future for transportation in Arlington reflected in the draft Vision.

- The words “safely,” “comfortably,” and “seamlessly” most resonated with participants.
- Participants also valued dependable transportation options and good experiences using the transportation network.

The project team also asked participants to note which words or phrases, if any, they felt may be missing from the draft Vision.

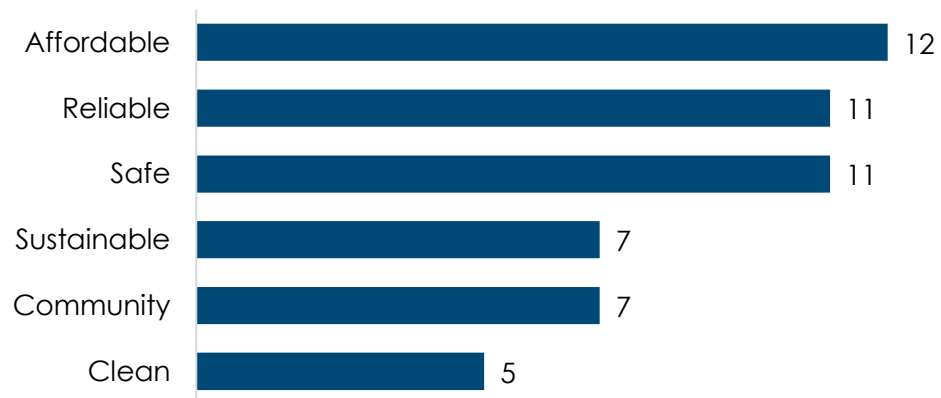
Participants' vision for the future of transportation in Arlington also includes affordability, reliability, and sustainability.

- Safe transportation options, including bicyclists and pedestrians, are a key part of participants' Vision.
- Participants also expressed a desire for efficient and clean public transportation.

What do you like most? Highlight up to 3 key words or phrases that you like the best

Arlington's transportation network enables people of **all backgrounds and abilities** to move **safely, comfortably**, and **seamlessly**. Everyone can **depend** on a **variety of transportation options** to get them where they need to go, when they need to be there. Arlington focuses on making travel a **good experience** for people, **connecting** them with **nature, friends, family, and jobs**.

Anything missing? Note up to 5 key words or phrases you feel are needed.



Arlington's Transportation Future

Phase 2 Engagement Summary

What We Heard: Draft Goals



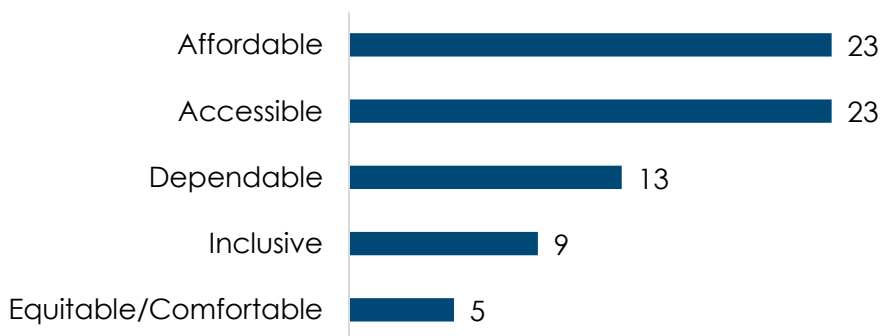
Connected

Attendees aligned the following priorities with the draft Connected goal:



Equitable and Inclusive

Attendees aligned the following priorities with the draft Equitable and Inclusive goal:



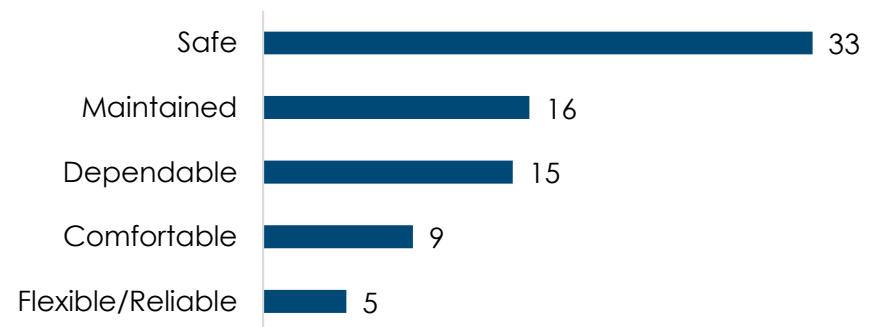
Livable

Attendees aligned the following priorities with the draft Livable goal:



Safe

Attendees aligned the following priorities with the draft Safe goal:

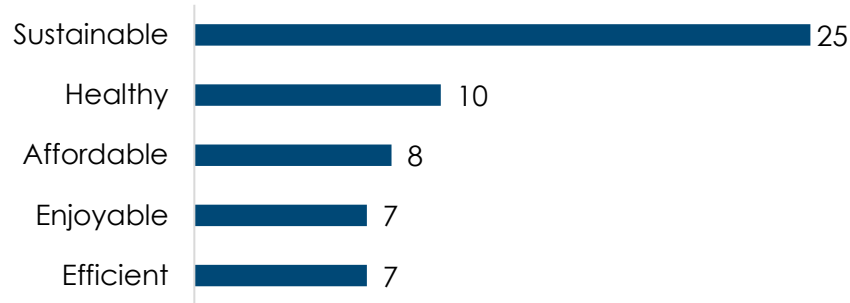


Arlington's Transportation Future

Phase 2 Engagement Summary

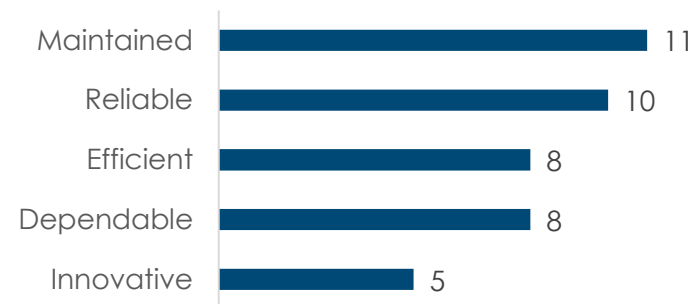
Sustainable

Attendees aligned the following priorities with the draft Sustainable goal:



Transparent and Accountable

Attendees aligned the following priorities with the draft Transparent and Accountable goal:



What About...

Participants shared if any values were missing from the draft Goal statements by sharing additional words or phrases. Of the 643 responses shared on the draft Goal statements across both open houses, 31 identified missing values. Many of the phrases identified as missing by participants expanded upon and supported the draft Goal statements such as “good for the environment,” “viable options,” and “convenient.” Unique responses included, but are not limited to, “supportive of businesses,” “transformative,” “nonjudgemental,” “cost efficient,” and “speedy.”

Arlington's Transportation Future

Phase 2 Engagement Summary

Pop-Up Events

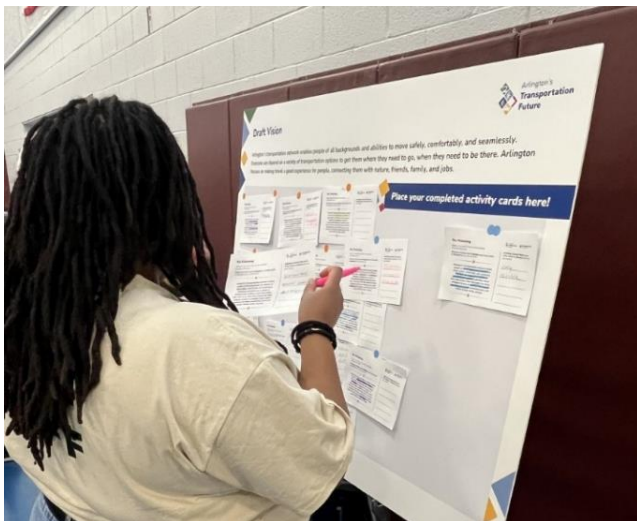
The project team held **four pop-up events** between Saturday, February 22, and Thursday, March 27, to reach those less likely or available to attend traditional engagement events or to engage digitally. These events were intentionally located in popular community destinations across the county and directly resulted in **1,051 English and 315 Spanish-language interactions**. By hosting these events in partnership with other events, at neighborhood centers, and other everyday gathering places at targeted times of day and on multiple days of the week, the County was able to meet the community where they are, addressing barriers that often prevent people from participating and sharing their feedback.

What We Heard

The events included the same draft Vision and Goals feedback activities as the open houses that prompted attendees to identify words or phrases in the draft Vision that they liked or thought were missing and to align the draft Goals with their personal priorities.

Results from the draft Vision activity reinforced the feedback received from other sources, with "safely," "comfortably," and "seamlessly" resonating with many participants. Participants in the pop-up events also frequently highlighted the phrase "all backgrounds and abilities" in the draft Vision statement.

Results from the draft Goals activity also align with themes from the feedback received from the open houses. In general, participants selected many of the same words to describe the goal areas. Responses unique to the pop-up events include "resilient" within the Sustainable goal area and "maintained," "affordable," and "efficient" to describe the Livable goal area.



Arlington's Transportation Future

Phase 2 Engagement Summary

Canvassing Events

The project team held **six canvassing events**, during which they distributed **more than 1,800 bilingual flyers** to further raise awareness about the planning effort, promote the open house events, and direct people to the online feedback form. The flyers included QR codes to the website and feedback form.



Are we on the right path for transportation?
We used your input to develop a draft vision and goals for our next transportation plan.
Tell us what you think!

Join us at an open house or share your feedback online!
Talk with the Arlington's Transportation Future team, check out our activities and exhibits, and share your input to help us create our next transportation plan!

OPEN HOUSES	ONLINE FEEDBACK FORM (OPEN UNTIL MARCH 23)
Central Library Wednesday, March 5 4:00 – 7:00 p.m. Drop in at any time!	 Scan the QR code or visit: arlingtonva.us/TransportationFuture to: - Review the draft vision and goals - Find upcoming events - Share your feedback - Learn more about the process
Walter Reed Community Center Thursday, March 13 5:30 – 8:30 p.m. Drop in at any time!	 Escanee el código QR o visite: arlingtonva.us/TransportationFuture para: - Revisar la visión preliminar y las metas - Encontrar los próximos eventos - Enviar sus comentarios - Conocer más sobre el proceso

ARLINGTON VIRGINIA | arlingtonva.us/TransportationFuture

Centro Comunitario de Walter Reed
 Jueves, 13 de marzo
 De 5:30 a 8:30 p.m.
 ¡Venga a visitarnos en cualquier momento!

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el camino correcto para el transporte?
 comentarios para desarrollar una visión preliminar para nuestro próximo plan de transporte.
¡Díganos su opinión!

¡Veni a una jornada de puertas abiertas o comparte sus comentarios en línea!
 o de Arlington's Transportation Future, conozca nuestras visiones y comparta sus comentarios para ayudarnos a crear nuestro próximo plan de transporte!

OPEN HOUSES	FORMULARIO DE COMENTARIOS EN LÍNEA (ABIERTO HASTA EL 23 DE MARZO)
Central Library Wednesday, March 5 4:00 – 7:00 p.m. Drop in at any time!	 Escanee el código QR o visite: arlingtonva.us/TransportationFuture para: - Revisar la visión preliminar y las metas - Encontrar los próximos eventos - Enviar sus comentarios - Conocer más sobre el proceso



Listening Sessions

The project team held **11 listening sessions** in partnership with community organizations to prioritize feedback from populations that were expected to not be reached, or be underrepresented, in other Phase 2 community engagement efforts. In addition to the overarching goals of Phase 2 engagement, listening sessions also aimed to:

- Understand the preferred communication methods and engagement opportunities for community groups
- Build trust between community members and the County team and foster relationships with diverse audiences, particularly those with historically lower participation rates

The project team identified community groups that work with or represent historically underrepresented constituencies in past public engagement efforts (and are therefore anticipated to be underrepresented in this engagement effort), whether due to a lack of relevant messaging, translation, and/or a trusted partner. Those groups included:

- Teenagers
- Older adults
- Multifamily building residents
- English-as-a-second-language speakers
- Recent immigrants
- Small businesses
- People with disabilities
- Lower-income community members
- Black community members
- Hispanic and Latin American community members

The project team conducted listening sessions in small groups of 10 to 20 participants, held in locations convenient to the partner organizations and their constituents. The conversations were guided by a set of questions about personal experiences related to transportation.

What We Heard: Draft Vision

There was generally positive reaction to the draft Vision statement as participants thought it expressed their feedback from Phase 1. Participants identified a few areas for improvement. The lack of sustainability in the Vision statement was mentioned, as was a desire to add “ages” to the existing phrase “backgrounds and abilities.” Participants also highlighted the importance of having a variety of great transportation options. Participants considered the concluding list of destinations—nature, friends, family, and jobs—too restrictive regarding the variety of places people need to access.

What We Heard: Draft Goals

Equitable and Inclusive: Participants across listening sessions expressed an appreciation for the inclusion of “eliminating historical disparities.” As suggestions for what's missing, participants noted that affordability is important to an equitable transportation network and that age is a factor in transportation decisions in addition to backgrounds and abilities.

Connected: The goal statement resonated with listening session participants. People appreciated the importance of an interconnected transportation system. The need to connect to places outside of Arlington was noted as well as the importance of connecting between modes of travel.

Livable: There was strong support for this goal. Many participants indicated they saw the feedback they shared during the Phase 1 Listening Sessions integrated into this goal. Participants questioned if maintaining quality of life, rather than striving to improve it, was an adequate goal, or if the phrase should be dropped.

Safe: Participants universally shared how important this goal is but also noted that transportation being safe should be the baseline. They emphasized the importance of feeling safe and comfortable while traveling.

Sustainable: Participants expressed support for this goal and saw the importance of including it. They appreciated the recognition of streets as places, not just a means of transportation.

Transparent and Accountable: When explained, participants appreciated the sentiment of this goal. As written, it was complicated and unclear.

Stakeholder Engagement

The project team continued to involve several key stakeholders—including an Advisory Group and local partners—during Phase 2 engagement to collect their feedback and inform them about the process to develop the Vision and Goals.

Advisory Group

The County Manager established the Arlington's Transportation Future Advisory Group at the start of the effort to support the planning process. Appointed by the County Manager, the members of the Advisory Group represent the commissions and committees that advise County leadership on topics related to transportation and the public right-of-way. These committees and commissions include those with specific transportation focuses as well as those representing County priorities or constituencies directly impacted by transportation decisions. The Advisory Group met once prior to the launch of Phase 2 engagement to get a preview of the draft Vision and Goals and provide feedback. They also met immediately following Phase 2 to review refined Vision and Goals based on feedback shared. The project team asked Advisory Group members to spread the word about the Phase 2 engagement opportunities to their respective committees, commissions, and constituencies.

The County Manager appointed the following committees and commissions to the Advisory Group:

- Chair: Chris Slatt
- Arlington Neighborhoods Advisory Committee
- Bicycle Advisory Committee
- Climate Change, Energy, and Environment Commission
- Commission on Aging
- Disability Advisory Commission
- Economic Development Commission
- Fiscal Affairs Advisory Commission
- Forestry and Natural Resources Commission
- Neighborhood Complete Streets Commission
- Parks and Recreation Commission
- Pedestrian Advisory Committee
- Planning Commission
- Transit Advisory Committee
- Transportation Commission

Other Local Partners

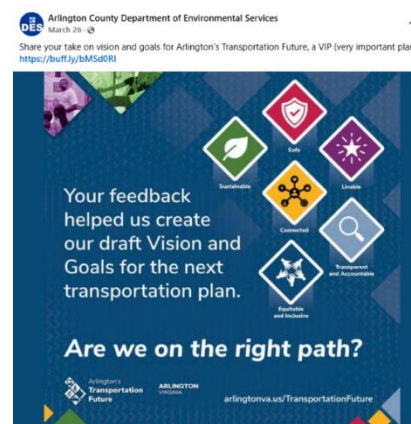
In recognition that Arlington's transportation network is a critical component to the success of our business community, the project team engaged Arlington's business community and Business Improvement Districts (BIDs) including:

- Arlington Chamber of Commerce
- Ballston BID
- Clarendon Alliance
- Columbia Pike Partnership
- Langston Boulevard Alliance
- National Landing BID
- Rosslyn BID

Print and Digital Promotion

A multilayered, multilingual promotional campaign was key to ensuring broad awareness of the planning effort and the Phase 1 engagement events. The campaign combined traditional communication tools such as the website with multilingual print materials to provide clear, accessible information about community feedback opportunities. By meeting residents where they are, whether online or in person, the project team reached diverse audiences and encouraged meaningful participation across the community.

- **Print Materials:** The project team distributed more than **4,800 bilingual rack cards and flyers** and **155 bilingual yard signs** at libraries, community centers, local businesses, and transit stops. The County also prepared and distributed rack cards in Spanish, Amharic, Mandarin Chinese, Mongolian, Arabic, and braille to libraries, community centers, public health facilities, and transportation information centers, like Commuter Stores, to further ensure inclusivity and accessibility.
- **Arlington's Transportation Future Webpage:** More than **5,300 people** visited [ArlingtonVA.us/TransportationFuture](https://arlingtonva.us/TransportationFuture), which served as a centralized hub for information, updates, and resources related to the effort.
- **Digital Communications Toolkit:** The project team made a multilingual communications toolkit available online to provide residents, businesses, community-based organizations, and stakeholders with suggested newsletter and social media copy and images to promote the study on their digital channels and strengthen community involvement.
- **Social Media Campaign:** Digital engagement on Arlington's social media platforms, including **more than 83 posts** on Facebook, Instagram, X, Bluesky, NextDoor, and WhatsApp **yielded more than 8,200 views and more than 12,400 impressions**, which provided direct links to the webpage and questionnaire.
- **Email Communications:** Information about the online feedback form and events was shared in the County's main e-newsletter, Inside Arlington, as well as transportation-specific newsletters throughout the second phase of engagement. The March 4 Inside Arlington newsletter alone generated **2,500 views to the project website**.



Moving Forward

The County will create an equitable transportation plan with genuine collaboration with the community. With this in mind, Arlington's Transportation Future continued with a dedicated commitment to hearing directly from members of our community about how well the draft Vision and Goals reflected their visions for the future. The valuable perspectives and experiences shared by the community during Phase 2 helped validate the priorities shared by the community in Phase 1 and will allow the County to revise the Vision and Goals, making them an even stronger fundamental building block of the refreshed transportation plan. The County will use feedback provided as part of Phase 2 to refine the Vision and Goals prior to presenting them to the County Board for approval in summer 2025. The Vision and Goals will then guide the development of the draft plan.

Phase 3 of engagement for Arlington's Transportation Future will launch in fall 2025. During the next phase of engagement, the County will solicit community input on draft policies, strategies, and modal priority networks that will guide transportation investment for the next 20 years. The third round of engagement will help solidify the tangible, concrete components that will make up the plan and guide us as we work toward achieving our Goals.

