

ASF | ARLINGTONIANS FOR OUR SUSTAINABLE FUTURE

Update on ASF Activities June-September 2022

With strong support from the community, ASF has redoubled its efforts to spread the word and get residents to weigh in on the County's Missing Middle Housing proposal. That proposal would allow duplexes and 8-plexes on all lots that currently allow only single-family homes, breaking a 45-year compact that reserves density to the transit corridors. We are excited to share highlights of our efforts from June to September!

Testimony and Rallies

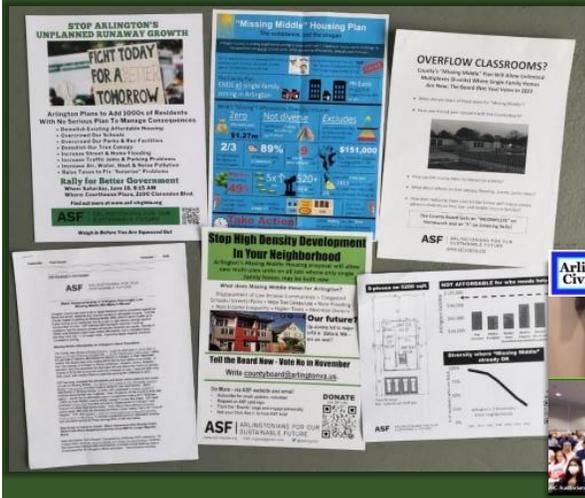


ASF testified at the June 18 County board meeting and had dozens of supporters on hand with signs and vocal support. We asked the county to produce demographic, fiscal and environmental analyses before action is taken by the Board. We repeated the process in July and September.

FLYERS. We flyered over a dozen neighborhoods with sweat equity of volunteers. We produced and distributed over 3500 flyers in September at three Back-to-School nights, including all three high schools, where parent turnout was heavy. ASF also talked to elected officials - urging them to weigh in with the Board and to take action in Richmond to improve tree canopy legislation -- at the inaugural Democratic party fundraiser and passed out copies of our infographic on MM to attendees.

ASF in action, June - September

Flyering



23+/62 neighborhoods
 Back to School nights
 3/3 high schools
 3/6 middle schools
 11/24 elementary schools
 42 volunteer shifts
 2000+ flyers
 County fair
 CivFed candidate debate
 Democratic fundraisers

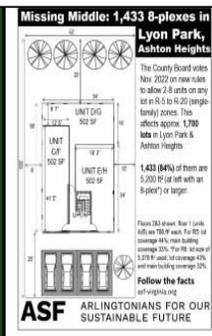
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ASF in action, June - September

Paid ads

Targeted mailings

Civic Assoc. ads



But banned in Barcroft!

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ADVERTISING. We have sent over 3000 paid postcards since August, targeting areas in North and South Arlington. We have placed one ad in a civic association newsletter showing residents how an 8-plex could fit on most lots in their area; efforts to place another were blocked by the CA's board for being too political.

SIGNS. We have placed over 50 ASF signs in medians. Look for them around town! We've also given out over 180 other signs to residents who have placed them in yards.



BRIEFINGS



ASF [briefed Tara-Leeway Civic Association](#) September 14 and Alcovia Heights on September 21. Residents appreciated the new data that ASF had amassed showing many of the county's claims on MM are unfounded or misleading.

EMAILS/SOCIAL MEDIA: We send weekly or biweekly emails to a growing subscriber list, including a compelling item on Arlington's Black Homeownership in early September. We are keeping a good pace with strong following on Twitter, please follow us and retweet. We have informed subscribers about County Board community engagement sessions, and other efforts to density the county via Courthouse West and Plan Langston Boulevard processes. Sign up for our emails to stay tuned, at www.asf-virginia.org.