

Recent Outreach

Capital Area Pedestrian and Bicycle Plan 2016 (Completed In-House)

- 12 committee meetings
- Booths at local festivals
- 3 open house events
- >165 surveys
- >300 email contacts
- >1,800 reached on Facebook

JEFFTRAN System-Wide Assessment 2017 (Partnered with Consultant)

- 6 Stakeholder Meetings
- Outreach on busses and at bus stops
- 441 online and paper surveys
- 2 public meetings

Tools

- Constant Contact
- Survey Monkey
- Canva.com (free online graphics publisher)
- Social Media
- Posters, Flyers, and Handouts – Oh my!
- QR codes

What we can do better?

- Do more outreach to populations directly affected.
- Track where we are getting outreach from.
- Be more proactive in terms of where and how outreach is conducted.

What have we learned?

- The sales pitch - Have a very short sales pitch about what you're doing, why it's important, and why you need their (the public) help. This pitch may evolve and change. Find what resonates with people.
- Watch a webinar - Brush up on the latest tools available and see how other people are doing things (i.e. learn from the mistakes of others).
- Transportation touches everyone – Break out from your usual stakeholders and take a proactive approach with getting input from schools, public safety, healthcare, social services, large employers, etc.
- Make pretty things – People respond better to things that look professional and well put together. Look online for examples of colors, text, balance etc.
- Use your network – spread the word about your project through your existing networks and encourage them to help with outreach. Getting announcements in stakeholder newsletters, quarterly emails, and social media.
- Go to the people – Go where the people are, do not expect them to come to you.



Do more than the minimum!

Be Proactive!

Go to the people!