

Oakland Mills Road Complete Streets Project - Outreach & Survey		Date
Check when complete	Plan for Event (starting about 6 weeks before Event)	
N/A	• Set date in consideration of holiday schedules and current County calendar	
N/A	• Determine location (in-person) and/or select software and platform (online) for virtual meeting; create SNAP request for meeting, if needed	
X	• Develop preliminary community stakeholder list based on project location and equity emphasis Area values (e.g., HOAs, Constant Contact listservs, community organizations, County Council members)	
X	• Develop goals, outcomes, and specific engagement strategies for the outreach and event	
X	• Determine budget for event, as needed	
X	• Set up a project website. Add registration link (if virtual) or meeting details (in person). Provide opportunity to sign up for project notifications. Add relevant project history, information, images, etc.	
X	• Review project scope and schedule with key internal staff for the project and project outreach	
X	• Prepare project notifications, including flyer, social media messaging, emails, letters, etc.	
Advertise Event (starting about 4 weeks before Event)		
X	• Post flyer and messaging on all County social media pages, relevant websites, and County calendar	
X	• Send to relevant listservs on Constant Contact (i.e., project listserv, General, Complete Streets, BikeHoward, WalkHoward)	
X	• Email Community Stakeholders, County agencies and County departments and ask them to promote with their contacts; include flyer	
X	• Request County Council members by email to notify constituents (via OoT Administrator or other); include flyer	
X	• Identify and provide notice to property owners, key businesses, schools, community centers, etc. adjacent to or within 1/4 or 1/2 mile from project site by mail; contact DPZ list of registered subscribers via email, if possible	
N/A	• Post flyer onsite, at the meeting site, and at nearby businesses, community centers, and bus stops, as appropriate	
X	• Provide information to PIO for inclusion in County Executive news bulletin	
X	• Promote social media event, send reminders in advance of event; secure targeted social media advertisements with ad boosting in project area if project budget permits	
N/A	• Submit to online calendars for local media for 2 weeks prior to meeting	
Prepare for Outreach (starting about 3 weeks before Event)		
X	• Develop meeting materials, graphics, and activities (prepared with WCAG standards where possible)	
X	• Develop mechanisms for feedback (i.e., SurveyMonkey, interactive boards, etc.) and meeting evaluation (e.g., surveys)	
N/A	• Secure interpreters, as needed (i.e., ASL, foreign language)	
N/A	• Address logistics for on-site meeting; meet with DTCS to address virtual meeting requirements, as needed	
N/A	• Notify, as needed, Community Stakeholder list and emphasize importance of feedback and sharing with networks 1 week before meeting	
N/A	• Place flyer on public access cable channels and monitors in County Buildings through PIO 1 week before meeting (not needed for site-specific projects)	
Hold Event		
N/A	• Request all attendees to sign in; allow attendees to sign up for project listservs	Note: In lieu of a public meeting, presentations were made at 2 village board meetings in the locality that were open and advertised to the public.
X	• Arrange for sufficient staff to be available for in-person event; host virtual event(s), as needed	
X	• Ensure the meeting is accessible, materials are of high quality, and public is treated with courtesy; record if virtual; take notes if in person event	
X	• Collect feedback using feedback mechanism	
N/A	• Request participants complete a meeting evaluation	
Event Follow-up (starting 1 day after Event)		
X	• Summarize analytics for outreach; summarize analytics for attendance (e.g. attendees, attendance across time)	

X	<ul style="list-style-type: none"> • Document the event, including content, number of attendees, Q&A, survey results, outreach, evaluation, etc. on project website for at least one month; link to the Complete Streets website; provide report to others, if needed
X	<ul style="list-style-type: none"> • Post materials and provide opportunity for feedback on Complete Streets website for 2 weeks to 1 month, as appropriate
X	<ul style="list-style-type: none"> • Communicate with attendees and Community Stakeholders - and post on social media event walls - to:
N/A	<ul style="list-style-type: none"> • Thank attendees and provide link to meeting evaluation
X	<ul style="list-style-type: none"> • Provide link to meeting materials and feedback mechanism (if any)
X	<ul style="list-style-type: none"> • Share project schedule/next steps; encourage sharing with networks
X	<ul style="list-style-type: none"> • Follow up on any outstanding questions, comments
N/A	<ul style="list-style-type: none"> • Remove flyers posted on-site after comment period is over
X	<ul style="list-style-type: none"> • Post this completed checklist on project website (noting which tasks were completed)

11.10.2021