

**Active Transportation Open House 2022**

**Plan for Event (starting about 6 weeks before Event)**

x	• Set date in consideration of holiday schedules and current County calendar
x	• 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
N/A	• 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
x	• Submit to online calendars for local media for 2 weeks prior to meeting

**Prepare for Event (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)
x	• Address logistics for on-site meeting; meet with DTCS to address virtual meeting requirements, as needed
x	• Notify, as needed, Community Stakeholder list and emphasize importance of feedback and sharing with networks 1 week before meeting
	• 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**

x	• Request all attendees to sign in; allow attendees to sign up for project listservs
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
x	• 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	• 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	• Post materials and provide opportunity for feedback on Complete Streets website for 2 weeks to 1 month, as appropriate
x	• Communicate with attendees and Community Stakeholders - and post on social media event walls - to:
x	• Thank attendees and provide link to meeting evaluation
x	• Provide link to meeting materials and feedback mechanism (if any)
x	• Share project schedule/next steps; encourage sharing with networks
x	• Follow up on any outstanding questions, comments
N/A	• Remove flyers posted on-site after comment period is over
x	• Post this completed checklist on project website (noting which tasks were completed)