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

- Set date in consideration of holiday schedules and current County calendar
- Determine location (in-person) and/or select software and platform (online) for virtual meeting; create SNAP request for meeting, if needed
- 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)
- Develop goals, outcomes, and specific engagement strategies for the outreach and event
- Determine budget for event, as needed
- 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.
- Review project scope and schedule with key internal staff for the project and project outreach
- Prepare project notifications, including flyer, social media messaging, emails, letters, etc.

### Advertise Event (starting about 4 weeks before Event)

- Post flyer and messaging on all County social media pages, relevant websites, and County calendar
- Send to relevant listservs on Constant Contact (i.e., project listserv, General, Complete Streets, BikeHoward, WalkHoward)
- Email Community Stakeholders, County agencies and County departments and ask them to promote with their contacts; include flyer
- Request County Council members by email to notify constituents (via OoT Administrator or other); include flyer
- 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
- Post flyer onsite, at the meeting site, and at nearby businesses, community centers, and bus stops, as appropriate
- Provide information to PIO for inclusion in County Executive news bulletin
- 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
- Submit to online calendars for local media for 2 weeks prior to meeting

### Prepare for Event (starting about 3 weeks before Event)

- Develop meeting materials, graphics, and activities (prepared with WCAG standards where possible)
- Develop mechanisms for feedback (i.e., SurveyMonkey, interactive boards, etc.) and meeting evaluation (e.g., survey)
- Secure interpreters, as needed (i.e., ASL, foreign language)
- Address logistics for on-site meeting; meet with DTCS to address virtual meeting requirements, as needed
- 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

- Request all attendees to sign in; allow attendees to sign up for project listservs
- Arrange for sufficient staff to be available for in-person event; host virtual event(s), as needed
- 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
- Collect feedback using feedback mechanism
- Request participants complete a meeting evaluation

### Event Follow-up (starting 1 day after Event)

- Summarize analytics for outreach; summarize analytics for attendance (e.g. attendees, attendance across time)
- 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
- Post materials and provide opportunity for feedback on Complete Streets website for 2 weeks to 1 month, as appropriate
- Communicate with attendees and Community Stakeholders - and post on social media event walls - to:
  - Thank attendees and provide link to meeting evaluation
  - Provide link to meeting materials and feedback mechanism (if any)
  - Share project schedule/next steps; encourage sharing with networks
- Follow up on any outstanding questions, comments

- Remove flyers posted on site after comment period is over
- Post this completed checklist on project website (noting which tasks were completed)