

OUTREACH STRATEGIES & TACTICS

1 BUILD AWARENESS AND IDENTIFY COMMUNITY INTERESTS

Online

Interactive online survey
Social media (e.g. Twitter, Instagram)

Pop-up outreach

Intercept surveys at transit hubs and parks

Pop-up displays

Kiosks
Feedback walls

Advisory Group (AG)

At each step in the process we'll work closely with the Advisory Group to share info, seek input and discuss ideas

2 TARGET SPECIFIC FEEDBACK TO SHAPE THE PLAN

Community forums

Modal tours

via transit, bike, or foot

Engage youth, seniors, and people of all abilities

AG engagement

3 CLOSE THE FEEDBACK LOOP AND REPORT BACK

Informational videos

Email, social media and web updates

Easily accessible materials

Print, online, translated

AG engagement