

CHOOSE ENGAGEMENT ACTIVITIES

Worksheet

Pick the Right Activity to Meet Project/Community Goals

Reviewing your milestones, context, and core principles for community engagement, **identify the specific community engagement events that best support the goals and attract the intended audience to participate. Below are some activities.** For more examples, please see the [Community Transportation Needs Assessment Engagement Guide Appendix](#).

- Steering/Planning Committees:** A steering/planning committee is made up of a group of individuals or organizations who help guide the project and planning by using their expertise within certain aspects of the project.
- Resident Committees:** Create a resident-based committee with target populations, youth, seniors, and more. The committee can be empowered to lead further community engagement activities and given decision-making authority.
- One-on-One Discussion:** One-on-one discussions are similar to interviews where you discuss with one or two individuals to get insider knowledge or expertise on a topic or field. These can occur with industry experts, residents in the project area, and more. These conversations can be extremely helpful at the beginning of your project when you are working to build relationships.
- Focus Groups:** Group interviews or discussions involving a limited number of people to receive opinions and impressions on a specific topic.

-  **Town Halls** Meetings that are generally held in a public or governmental space to review specific topics with members of the community and record their opinions.
-  **Interactive Workshops** Events where community members have a specific list of questions or hands-on activities to explore specific topics and offer reactions and/or potential solutions.
-  **Open Houses** Invitation to a public event where people can view and interact with a specific place, concept, or new technology.
-  **Roundtables** Roundtables invite key stakeholders from the community to discuss a set of guiding questions related to project implementation. Roundtables usually feature a facilitator, a clear outcome of the discussion, and allow for knowledge sharing.
-  **Local Partners & CBOs** Coordinate with local partners or community-based organizations to share information and surveys with their group members through email newsletters, social media, and announcements at their events/activities. Consider paying CBOs to help with the engagement.
-  **School & PTA Meetings** Connect with local schools and Parent-Teacher Associations (PTAs) and become a regular at their meetings. Ask to present items or facilitate discussions around the needs of your project.
-  **Pop-Up Shops** Opening a short-term space for an event or series of limited events to sell or showcase new items or concepts.
-  **Web-Based Engagement** Engage with the community online through websites, email or social media to keep them informed about news, events or products.
-  **Mobility Launch** The start of a service or set that includes carsharing, bike sharing, mobility hubs and/or data platforms.
-  **Safety Courses** A class or series of classes to teach best practices for safe use of specific equipment or services. These could include in-person, online or video training.