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.

Key Considerations for Engagement Activities

Consider the following questions when considering community engagement events:

Where: Where will the community engagement activity or event be held? Is it accessible to the individuals or groups that should be there?

When: What date and time will the event be held? How long will the event last? Is this a good time for target populations or groups?

Who: What level of staffing or volunteer support is needed?

Outreach: How will the engagement activities be advertised and shared with audiences?

Materials: What material or equipment is needed to ensure a successful event?

TIP!

What additional community engagement components will be provided to make it more inclusive?
Consider cultural relevance, language, virtual options, health and safety measures (i.e., COVID-19), etc. See the **Community Engagement Guide Appendix** for more in-depth information on these additional components.

Be Flexible, Prepare for Different Communication Styles
Develop multiple strategies, alternatives, and ideas for engagement. Sometimes an idea or approach won't provide the results that were anticipated, and you will need to shift your strategy altogether. Rather than waiting for that moment to come, plan for different forms of engagement upfront.
Some residents may prefer to engage verbally, with written text, or tactile exercises. Further, some residents may prefer quick and direct answers, while others like answers with tons of context. In any case, it's always best to ask if the community has further questions or would like to approach something differently.

Provide Different Types of Incentives
Consider using raffles, gift incentives, prizes, and other creative incentives to get residents to participate and provide input during events. Awardees should note that CMO cannot directly pay for food or childcare expenses.

Use Digital and Analog Outreach
One community may prefer to use online surveys, while another may find paper surveys more suitable. Making sure you include an array of options for engagement, including digital and analog outreach opportunities, will include residents with limited-technology capabilities and can help bolster engagement responses.

Understand When It Is A Good Time To Reach Out To Residents
Talk to place-based organizations, review your needs assessment results, and generally get a feel for when your community prefers to engage, such as weekends, evenings, or during regular business hours.

Host Engagement Efforts In Centrally-Located Destinations
Host events that are readily accessible by transit, familiar to residents, and generally ADA accessible. Even if there are more lucrative and luring areas to host an event, residents may not feel compelled to attend if they are not centrally located or easy to find.

*Inclusive ADA event resource: University of Kansas' **Best Practices for Planning an Accessible Event.***

TIP!

Meet People Where They Are
Some residents will be somewhere at a specific time - leverage those opportunity moments for engagement. These events could include laundromats, food carts, post-church community events, school events and meetings, park visits, and more.

Leverage Existing Events
Rather than creating a new event, join an existing event like a community fair, a church event, council meeting, farmers market, and more. Coordinating with existing events will avoid organizing a new event, engage people that wouldn't otherwise attend your event, and allow you to be part of the community.

Creating Content

When designing content for community members, such as flyers for events, social media posts, or informative brochures, it's important to make the document accessible, enjoyable, and representative of the community. Here are some tips to ensure that documents, social media posts, flyers, and more are created in an inclusive way.

Don't Assume
Be sure to include descriptions, benefits, and images of mobility options and reference any projects in the community.

Language
Produce content and documents in all major languages spoken in the community and avoid jargon and acronyms to make language explicit and direct. Include images, photos, or icons to help convey a message or tell a story.

Cultural Relevance
Consult with local community groups, leaders, and champions, including youth and local artists, for culturally relevant ideas that will resonate with the community and gain traction. Conversely, discuss what cultural sensitivities need to be kept in mind when creating content so as not to surface any community traumas.

Americans with Disabilities Act Accessible

Ensure material and documents are ADA accessible and are available in multiple formats and languages using both digital and analog formats per the community's needs/preferences.

Informed Consent/Data Transparency

Be transparent about how participants' data or responses will be used or protected.