**2015 Communication & Outreach Plan Template**

# Coalition/Partnership Development

Describe the members of your coalition and your plans to engage coalition members throughout the process:

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**Key questions to consider:**

* Who is needed to help raise awareness among the public regarding pedestrian and bicycle safety laws and issues?
* Who is available to volunteer time to support the Watch for Me NC program?
* How often should we meet and where?
* What is the best form of communication between meetings, and who will coordinate the group’s efforts?
* How can we best work with partners to track activities to report/share with NCDOT and others?

**Useful resources:**

* Engaging partners to raise awareness: <http://safety.fhwa.dot.gov/PED_BIKE/ped_cmnity/ped_walkguide/sec2.cfm>

# Kickoff Event Plan

Describe your plans to hold a kickoff event to raise awareness about your community’s participation in the Watch for Me NC program:

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**Key questions to consider:**

* Date to be held: e.g., August 2015, on National Night Out, during back to school (also consider dates to *avoid*, such as during alcohol check point days when law enforcement may be unavailable, etc.) and location
* Keynote speaker(s): e.g., mayor, police chief, public official, local celebrity or business owner, etc.
* Activities: speakers only, or part of a community walk/bike ride or other event
* Media engagement plan: e.g., issue media advisory, etc.

**Useful resources:**

* Tips for Event Planning: <http://safety.fhwa.dot.gov/PED_BIKE/ped_cmnity/ped_walkguide/sec6.cfm#res11>
* Tips and Examples for Working with Social Media: <http://safety.fhwa.dot.gov/PED_BIKE/ped_cmnity/ped_walkguide/sec6.cfm#res4>
* Kickoff event checklist: <http://everyday-democracy.org/tips/kickoff-event-checklist#.VV2pcUYxeNo>

# Public Engagement Plan

Describe your plans to engage the public, local decision-makers, and the media through events, presentations, and other outreach strategies:

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**Key questions to consider:**

* What opportunities exist to reach out to and engage larger groups of decision-makers or key stakeholders? E.g.,:
  + School/teacher in-service trainings or crossing guard trainings
  + Bus driver, cab driver, or other fleet vehicle trainings or coordinators
  + City council member meetings, pedestrian and bicycle advisory boards?
* Are there unique opportunities to reach a large part of the community? E.g.,:
  + Sporting events
  + School-related events
  + Municipal utility bills
* Are there ways to coordinate enforcement events with broader community outreach?
* Are there particular audiences that need special attention or focused outreach? E.g.,
  + Traditionally underserved communities
  + English as a second language speakers
  + Bicycle and pedestrian stakeholder groups

**Useful resources:**

* Watch for Me NC Media Toolkit: In the “Outreach/Communication/Education” section of the Partner Resources page: <http://watchformenc.org/about/partner-resources/>
* Sample Community Resolution: <http://safety.fhwa.dot.gov/PED_BIKE/ped_cmnity/ped_walkguide/sec6.cfm#res7>

# Material Distribution Plan

Use and adjust the table below to describe your plans for distributing the Watch for Me NC materials provided by NCDOT:

| **Item** | **Venue or Organization (Examples provided)** | **Venue or Organization Contact** | **Date and Quantity to be Delivered** | **Person/ Group Responsible for Delivery** | **Notes** |
| --- | --- | --- | --- | --- | --- |
| Rack cards, posters, and bumper stickers | Bike shop |  |  |  |  |
| Community center |  |  |  |  |
| School |  |  |  |  |
| Library |  |  |  |  |
| Public event |  |  |  |  |
| Etc. |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Banners | City hall |  |  |  |  |
| Sports venue |  |  |  |  |
| Farmer’s market/fair |  |  |  |  |
| Intersection |  |  |  |  |
| School/campus |  |  |  |  |
| Etc. |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Bike lights | Enforcement operation or public event |  |  | Law enforcement staff |  |
| Reflective bracelets | Schools |  |  |  |  |
| Public event |  |  |  |  |
| Etc. |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Key questions to consider:**

* What are the best outlets to deliver pedestrian and bicycle safety messages to the audiences that need it most?
* What community events are on the horizon that we can have a presence at and provide materials?
* Are there any administrative hurdles to be aware of and address before distributing materials (i.e., approval from a supervisor, etc.)?
* Where can we store materials before they are distributed and how can we keep track of what is available?
* Are funds available or can we find funding to purchase additional materials if needed?

**Useful resources:**

* A Resident’s Guide for Creating Safer Communities for Walking and Bicycling: <http://safety.fhwa.dot.gov/PED_BIKE/ped_cmnity/ped_walkguide/residents_guide2014_final.pdf>.
* Tips for Fundraising: <http://safety.fhwa.dot.gov/PED_BIKE/ped_cmnity/ped_walkguide/sec6.cfm#res12>