

WalkBikeBTV

Draft Communications and Outreach Plan: June – July 2015

■ = Advisory Committee Assistance Requested ■ = For Discussion

Week of June 1-5

- Monday 6/1 Street Plans sends website overview recommendations and draft poster for client review
- Wednesday 6/3 Target date for initial feedback on website plan and branding from City
- Friday 6/5 Arrive at final draft of branding and website plan for sharing with Advisory Committee

Week of June 8-12 (4 weeks until event week)

- Monday 6/8 Optional RSVP pages for July events published, via Eventbrite (soft “save the date” publish – not circulating actively yet)
- Tuesday 6/9-
Wednesday
6/10 Street Plans sends square social media “meme” graphic as a Save-the-Date advertising July events.
■ Request Committee Member assistance in circulating graphic via Facebook and other social media feeds. (Graphic will include link to optional Eventbrite RSVP pages.)
- Tuesday 6/9 –
Wednesday
6/10 Street Plans purchases domain name and begins setting up official website with available content. In the meantime, public site will be a “Splash Page” with the Save-the-Date graphic, until full site is complete. Splash Page will link to optional Eventbrite RSVP pages.
- Thursday 6/11 Street Plans sends final version of workshop poster/invitation to City for approval
- Friday 6/12 Street Plans sets up independent Facebook/Twitter pages for project. Street Plans will begin populating with content immediately for “soft launch” of these feeds. We can link these pages to website Splash Page as soon as they are available.
- Friday 6/12 Street Plans sends draft WalkBikeBTV Survey to City for feedback

Week of June 15-19 (3 weeks until event week)

- Tuesday 6/16 ■ Distribute poster/invite for July events to Technical and Advisory Committees for distribution through their email channels, as well as through other recommended outlets (Front Porch Forum, etc. Brainstorm others?)
- Throughout
week Street Plans continues to build out website based on agreed-upon plan
- Friday 6/19 Full website and social media feeds go live. Site still links to Eventbrite pages and social media feeds. Site launch also opens initial WalkBikeBTV Survey, via SurveyMonkey link on project website.

Week of June 22-26 (2 weeks until event week)

Throughout week ■ Technical & Advisory Committee continue to assist in circulating invite. Additional outreach through other media channels Committee may suggest (Front Porch Forum, etc.)
Street Plans leads ongoing updates to social media feeds.
Wednesday 6/24 Street Plans sends draft press release to City for review & editing

Week of June 29- July 3 (1 week until event week)

Tuesday 6/30 ■ City distributes press release through local channels. **Advisory Committee assists with media outreach?**
Thursday 7/2 Send event reminders through social media channels and email, as needed

Week of July 6-10: EVENT WEEK

Monday 7/6 ■ Final reminder email to Technical & Advisory Committees and key partners. Project team & Committees distribute reminder via email and through alternative channels as suggested.
Tuesday 7/7 Street Plans sends reminder email to all who have RSVPed for Handlebar and Walkabout Surveys (reiterates what to bring, where to meet, who to contact, etc.)
DATE TBD **Press Kick-off Event. Suggest hosting this as a breakfast on Wednesday 7/8, followed by morning phase of walkabout/handlebar survey. Open to other ideas. For discussion!**
Wed. 7/8 and Thurs. 7/9 Events! Selection of photos from events posted on social media feeds and project website on an on-going basis.

Week of July 13-17

Monday 7/13 Street Plans prepares and sends out Thank You emails to participants and Committee members.
Throughout week Street Plans posts any additional pictures from events on social media feeds and project website