

**OUTREACH
Sample Workplan**

DRAFT

Goals:

- Maximize neighborhood response rate for the survey
- Communicate regularly with the neighborhood about the progress of the work
- Provide outreach support for the Land Use, Transportation, and Urban Design committees
- Ensure good attendance at the neighborhood workshop and other related events

Strategies for reaching the goal:

1. Identify resources – people – for contacting neighborhood residents about completing and returning the surveys, and to promote attendance at events
2. Identify resources for communicating with neighborhood residents and businesses. Figure out how to secure additional resources as necessary.
3. Develop an information dissemination schedule and keep to it
4. Establish working relationships with the Land Use, Transportation, and Urban Design committees

The following are questions/issues that should be addressed by the outreach effort and can be used to guide the work of the committee (based on the Outreach Strategy described in the Neighborhood Planning Workbook)

- What is the best strategy to deliver the message? (ex: newsletters, flyers, etc.)
 1. To recruit participation in all or parts of the planning process
 2. To get high response rate on the survey
 3. To invite folks to the planning workshop
 4. To review and adopt the plan
 5. To support adoption by the Council
- How will the information be delivered? Who will deliver it? To whom will it be delivered?
- What will the message say? What information will be distributed and when?
- Who will be responsible for implementing what parts of the outreach strategy?

OUTREACH COMMITTEE
Sample Workplan

Goals and target completion dates	Strategies steps to achieving the goal	Actions and persons responsible	Action Due Dates
Maximize neighborhood response rate for the survey	<ul style="list-style-type: none"> • Use reminder post cards • Use BCNA website • Make one on one contacts with neighbors • Include motivational cover letter with survey • BCNA newsletter • BCNA neighborhood meetings 	<ol style="list-style-type: none"> 1. Develop and send advance notice postcard (Mary Smith) 2. Develop cover letter, get it reviewed, revise cover letter. (Bob Jones) 3. Write piece for BCNA newsletter to develop public awareness 4. Post surveys (business and residential) available on BCNA website 5. Follow City-paid for distribution with door-to-door solicitation 6. Develop and send reminder postcard 	<p>April 10, 2001</p> <p>April 15, 2001</p>