So You Want To Do Some Outreach?

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Transportation Planner

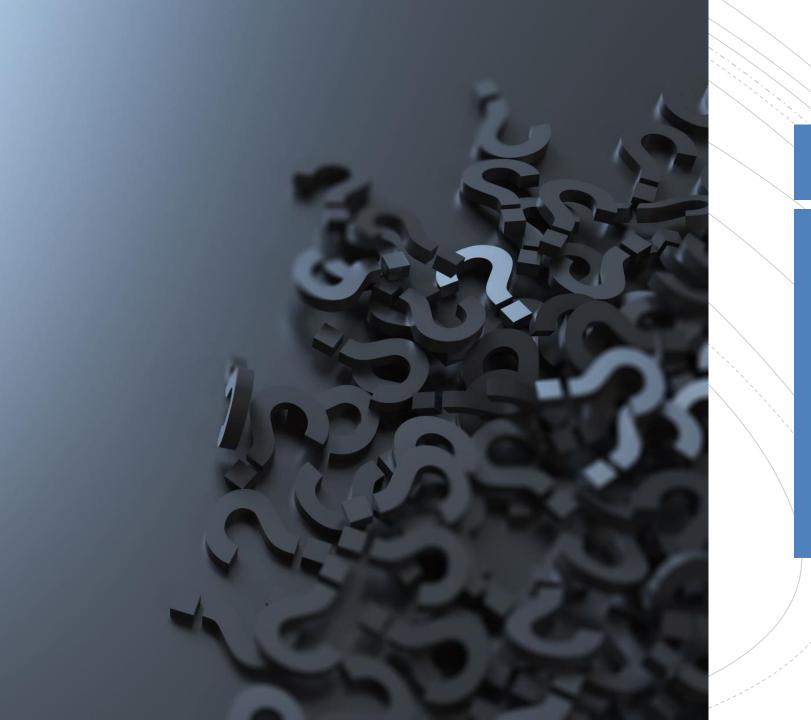
Thomas Jefferson Planning District Commission

As a group, we will...

- Clarify the purpose of your upcoming outreach
- Develop potential outreach topics
 (and appropriate potential audiences) and
 choose one topic/audience for your upcoming outreach
- Experience an outreach activity that activates the audience

Next meeting, we will...

- Take a deep dive into successful modern outreach methods and logistics
- Develop a vision for the outreach event



Questions?



What is the purpose of your outreach?

Inform the Public

INFORM ABOUT...

- A specific project
- The contents of a specific plan
- Process
- Hybrid purpose

CONSIDERATIONS

- Why would the audience be interested?
- Does the audience share a baseline level of knowledge on the topic?
- How much time is available?
- Do you have a call to action?

Gather Information

GATHER INFORMATION ABOUT...

- A specific project
- A specific area
- A specific mode of transportation

CONSIDERATIONS

- What will the information gathered be used for?
- What is your timeline for using the information?
- How will the results of the information-gathering session be communicated to the participants and the general public?
- Can you test a complicated/involved method of data-gathering before bringing it to a larger group?

Recruit for CTAC

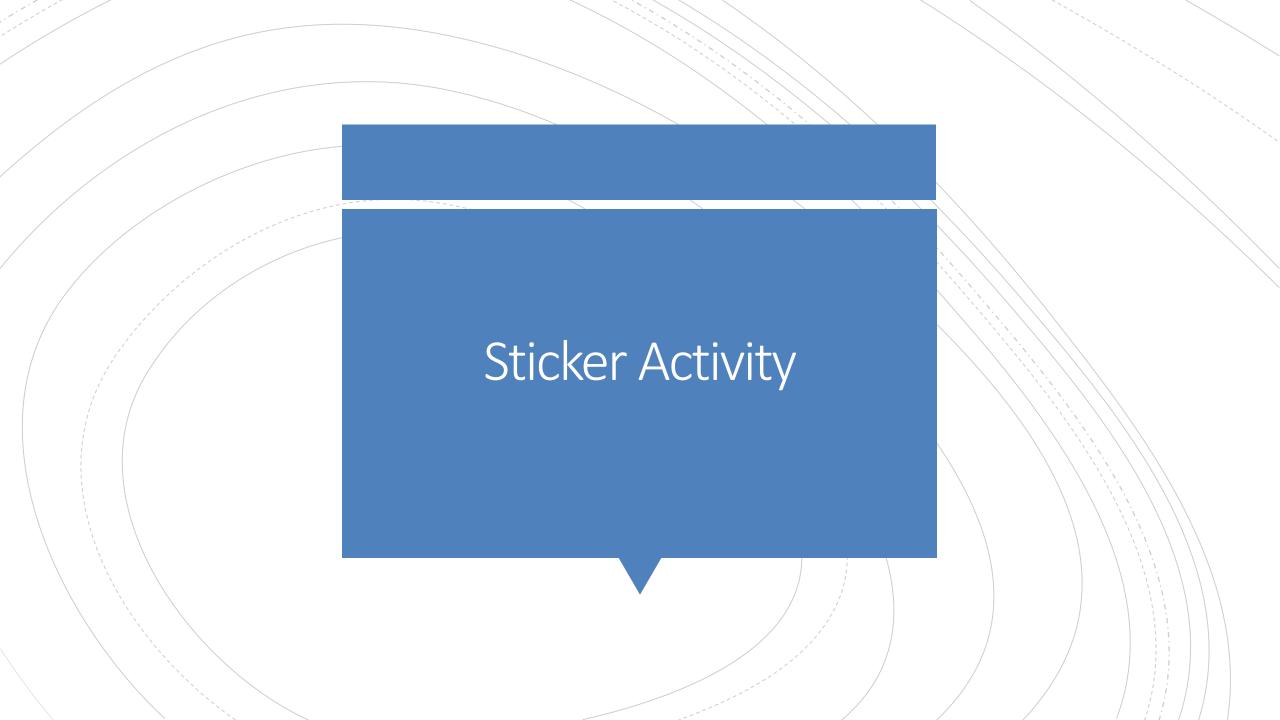
PURPOSE OF RECRUITMENT

- Increase membership
- Diversify membership with a variety of viewpoints and experiences*

CLARIFY

- What is your committee's goal(s)? Can you draw a clear line from that goal to the prospective members' interests and the interests of their community?
- How much time are you requesting from members? How flexible is your meeting time and location?
- *A single person cannot and should not speak for an entire demographic. Identities intersect. Does your prospective membership know that your organization respects these realities?

Other Suggestions?





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- Develop a vision for the outreach event