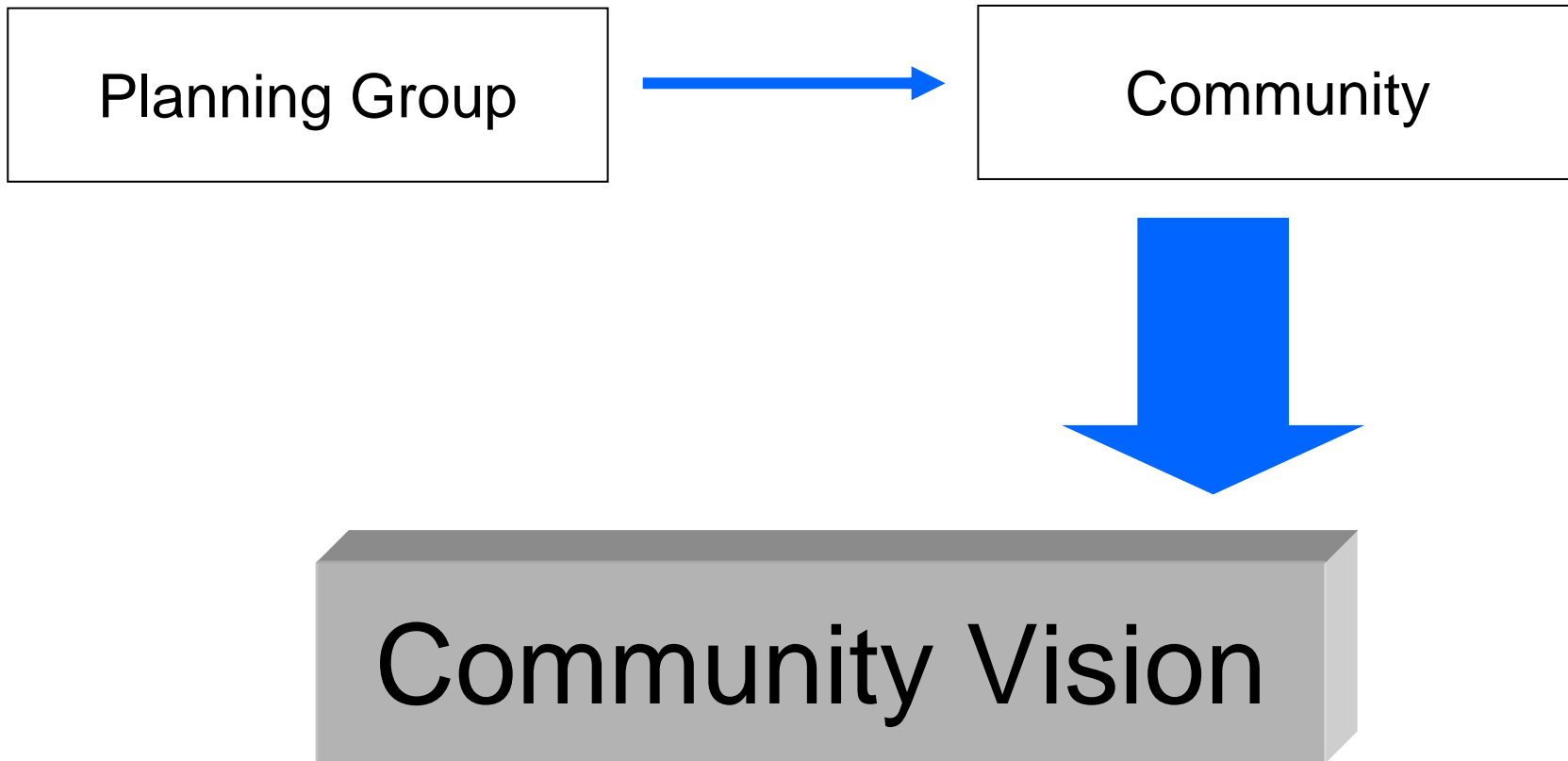


Community Engagement

Why Engage?

Community Vision

Who needs to be engaged to make this happen?



Planning Group



Community

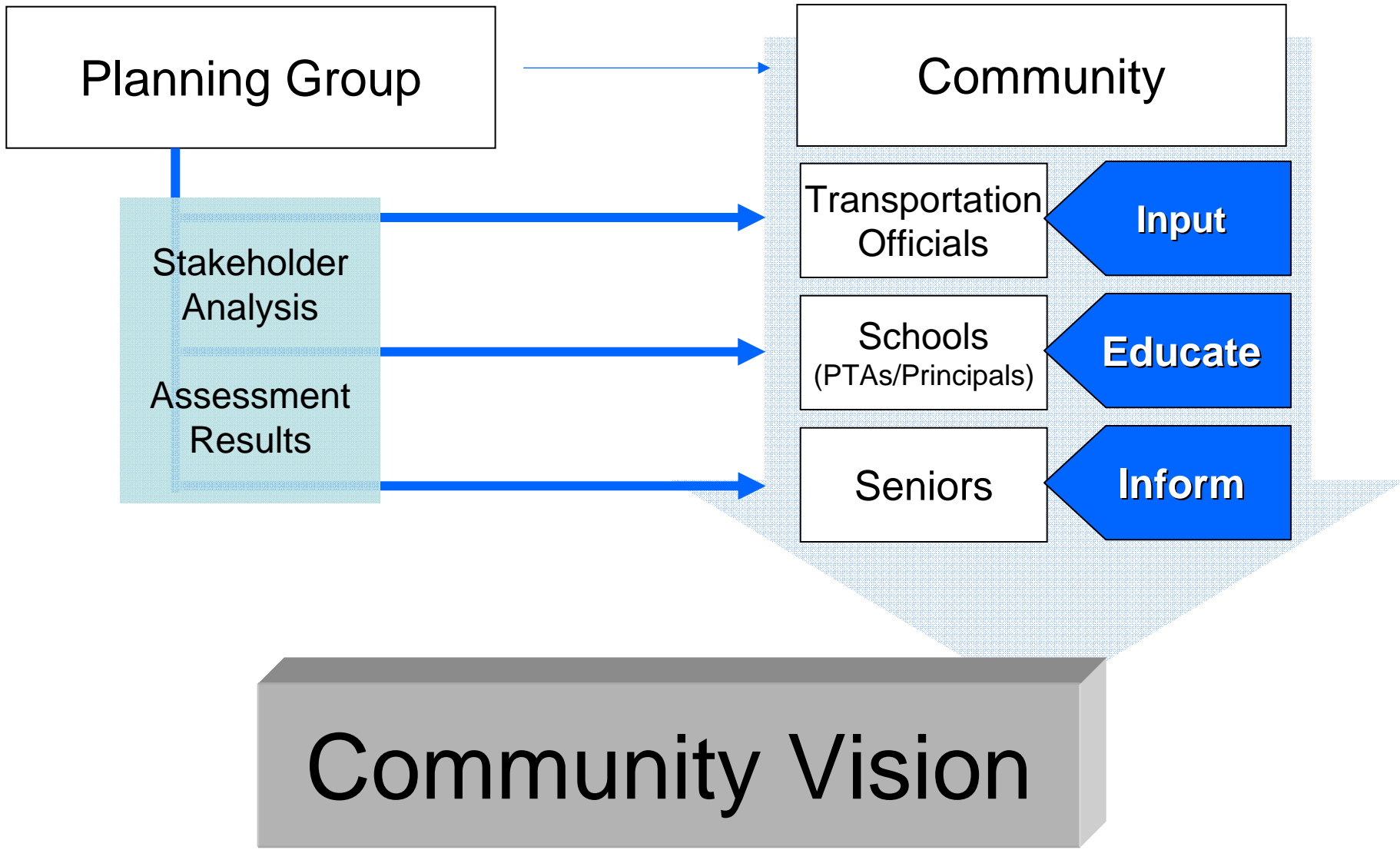
Key Populations

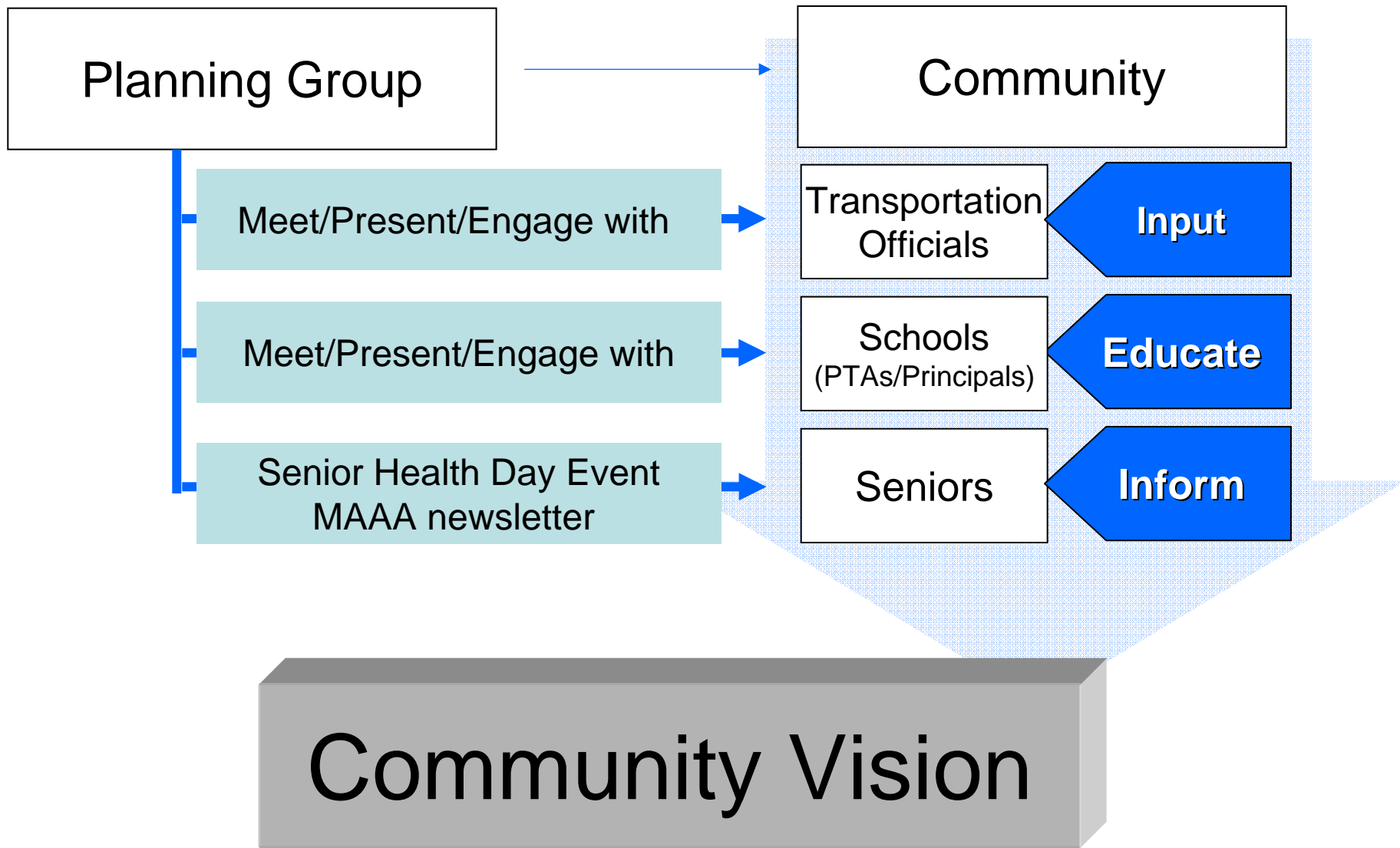
Key Populations

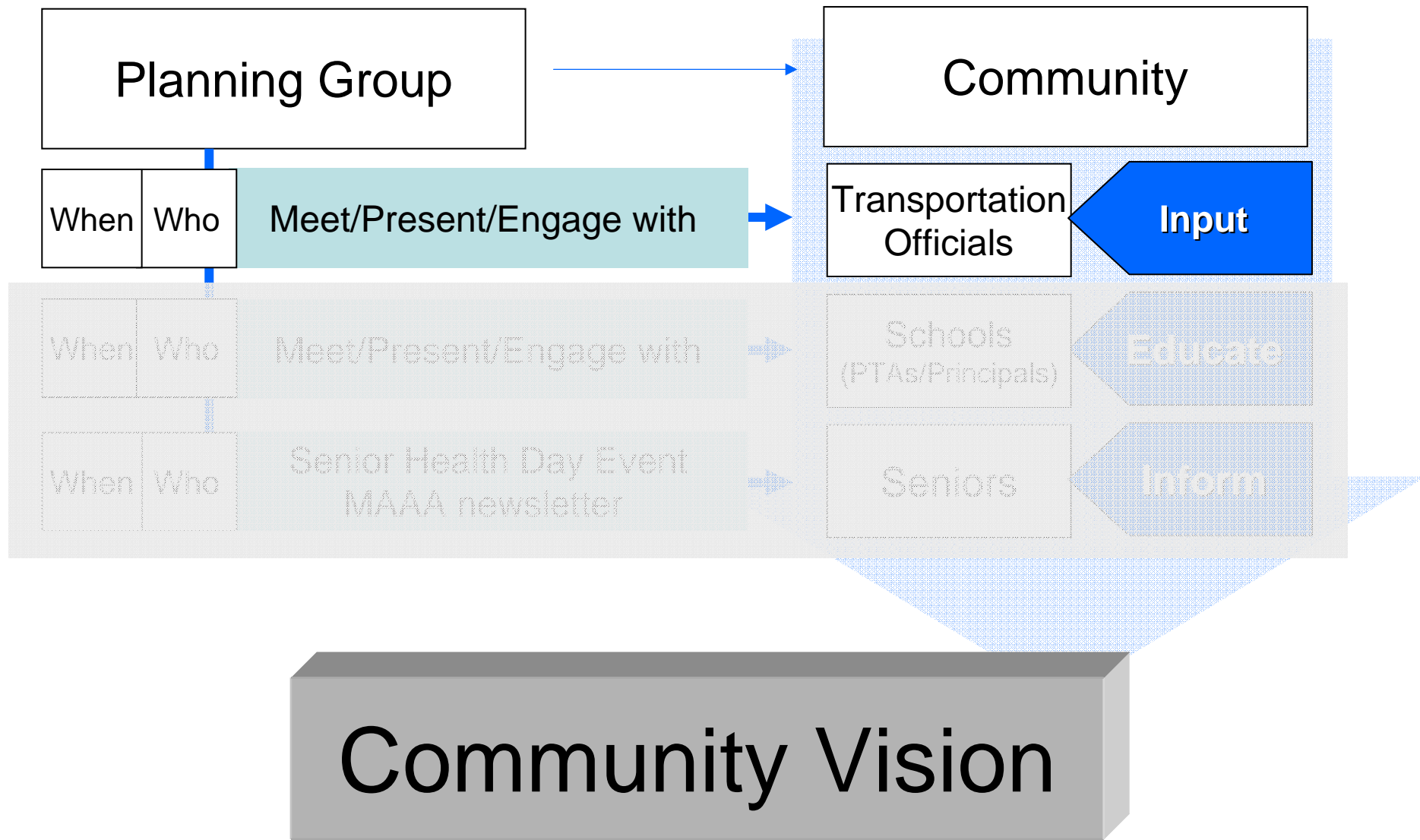
Key Populations

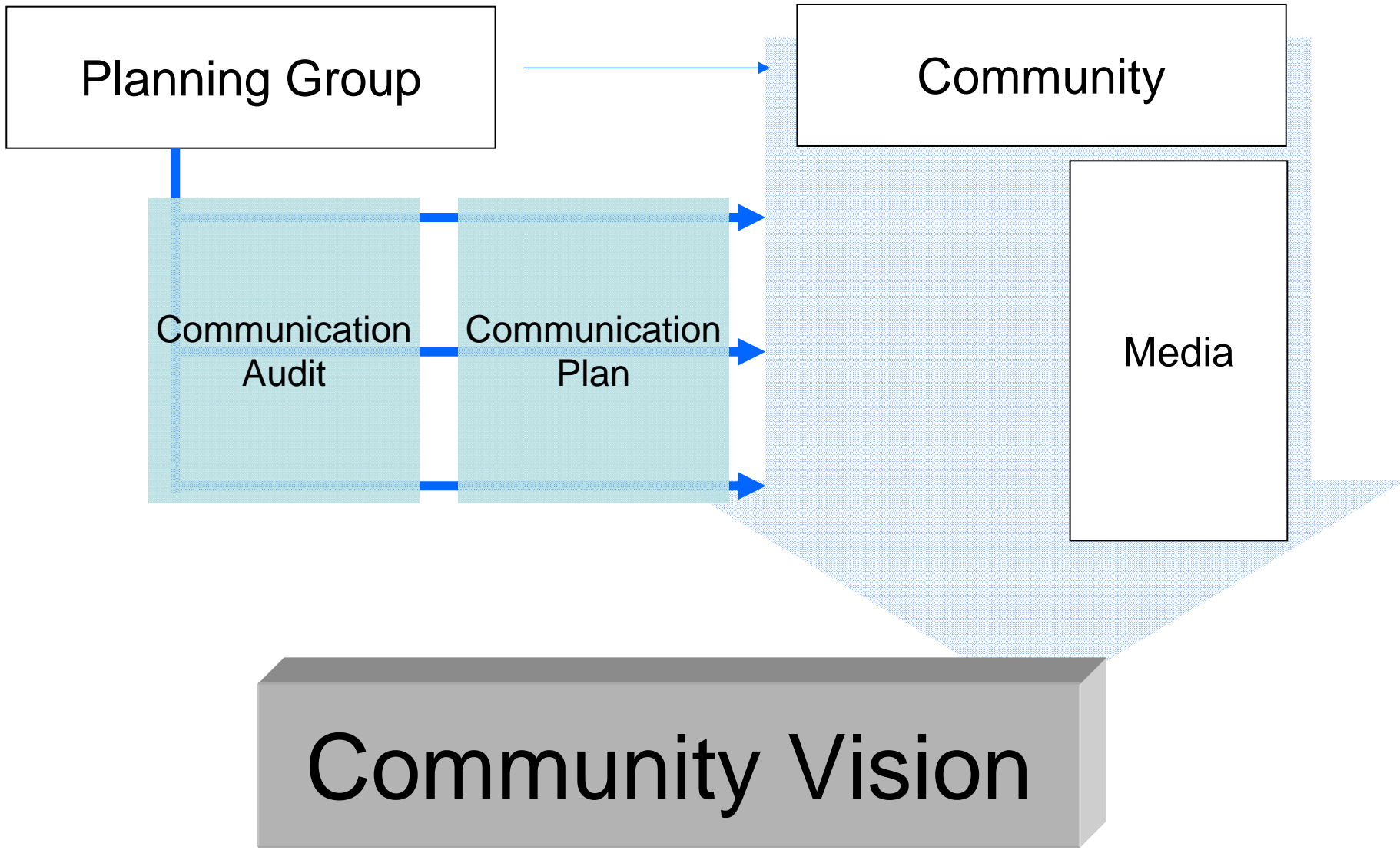
Media

Community Vision

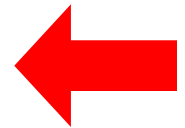








**Population Identification
(who do you need to
support/create the vision)**



Focus on transportation network

Internal / External

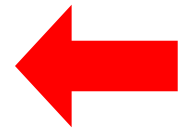
Focus on destinations where people spend time (employers, businesses and schools)

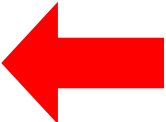
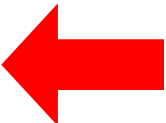
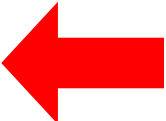
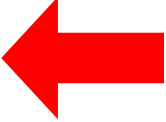
Internal / External

**Focus on increasing cycling
(support from new partners)**

Internal / External

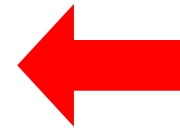
**Population Goal
(Input, Educate, Inform)**



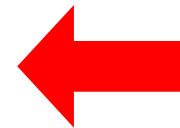
Opportunities to engage (list events to reach them)	
Opportunities to engage (list any specific media or other channels to reach them)	
Opportunities to engage (list opportunities to present to this group)	
Opportunities to engage (network – list organizations or representatives for this group)	

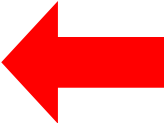
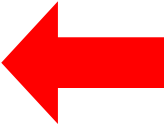
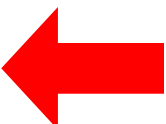
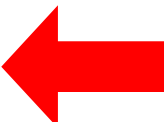
Main issues for group (identified in assessment)		More Research?
Barriers to PA		
Opportunities for PA		

Key message for group
(why they care about the vision)



Best messenger for group
(who do they trust or respect)



Activities to engage group	
Timeline to engage	
Roles and Responsibilities	
Outcome	

Community Engagement Goal

Identify Key Populations

Identify Key Population's Goals

Determine Engagement Plans

Activate Engagement Plans

Build Support For Vision

Media

Community Vision

Next Steps

- Fill out form
- Conference call to discuss plan
- Assign roles and determine schedule
- Engage community