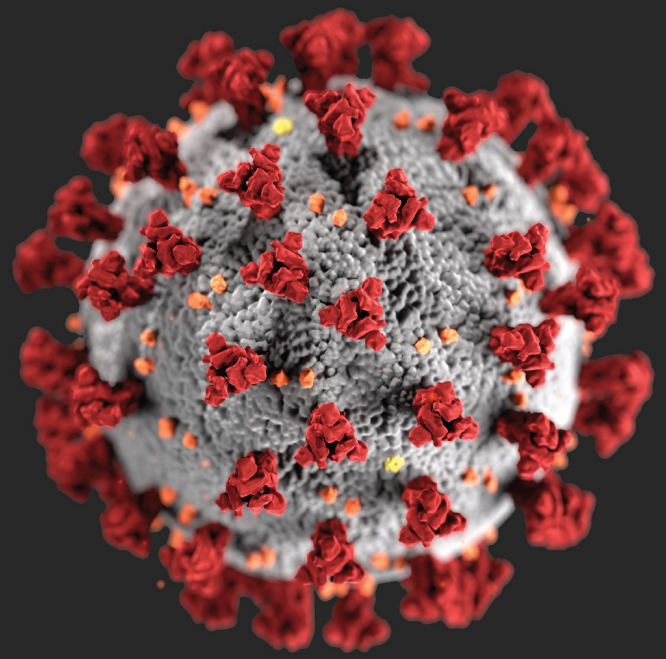
FORWARD PINELLAS
Integrating Land Use & Transportation

# From In-Person to Virtual: A Guide to Transitioning Outreach during Times of Uncertainty

Amy Elmore



# COVID-19 RESPONSE

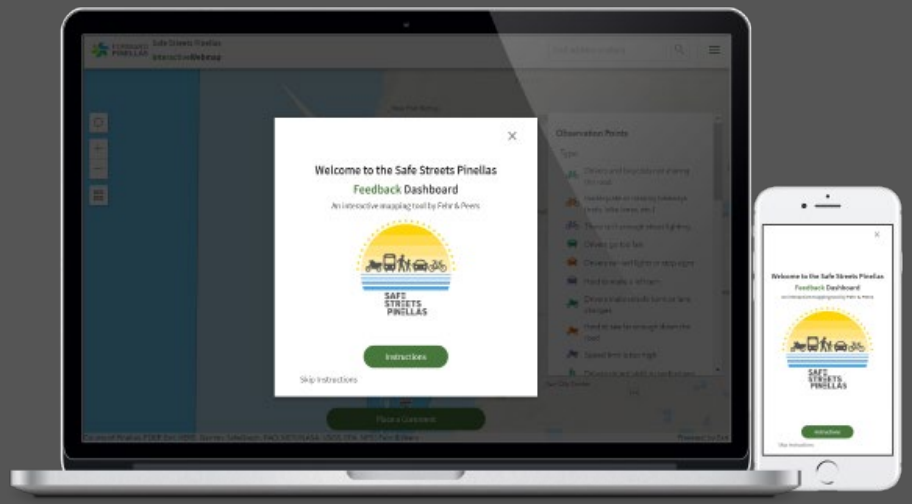
# How did we make in person events into virtual events

# Innovation, Ideas and Industry

Innovation: Quick transformation from in-person to virtual concept

Ideas: Brainstorm new ways of collaborating with the public

Industry: Capitalize existing tools from technology industry



# Shift in Meeting Format

## Pre-Pandemic In-Person Meetings

## Pandemic Zoom Meetings

# Shift in Event Format

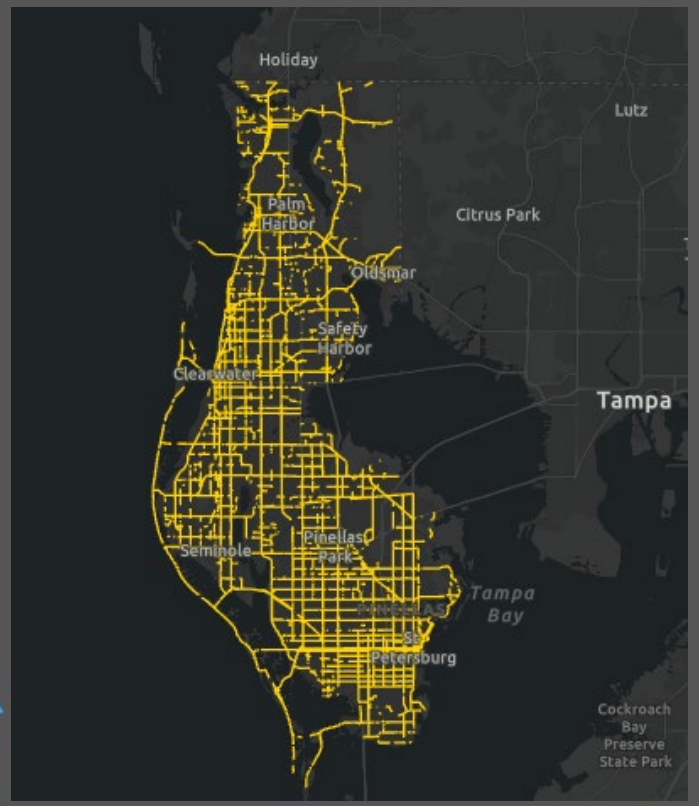
## Pre-Pandemic Group Bike Event

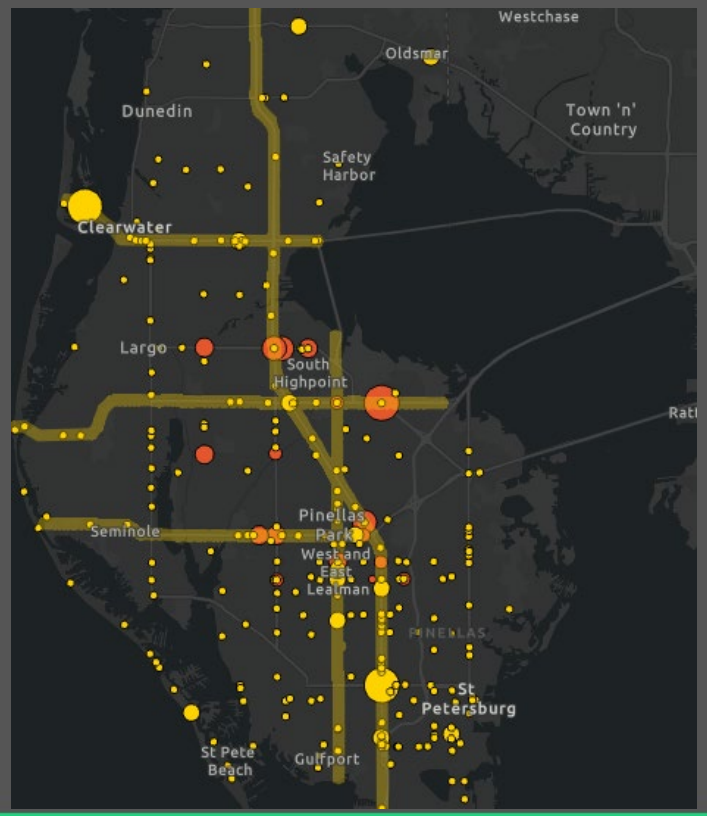
## Pandemic Self-Guided Bike Event

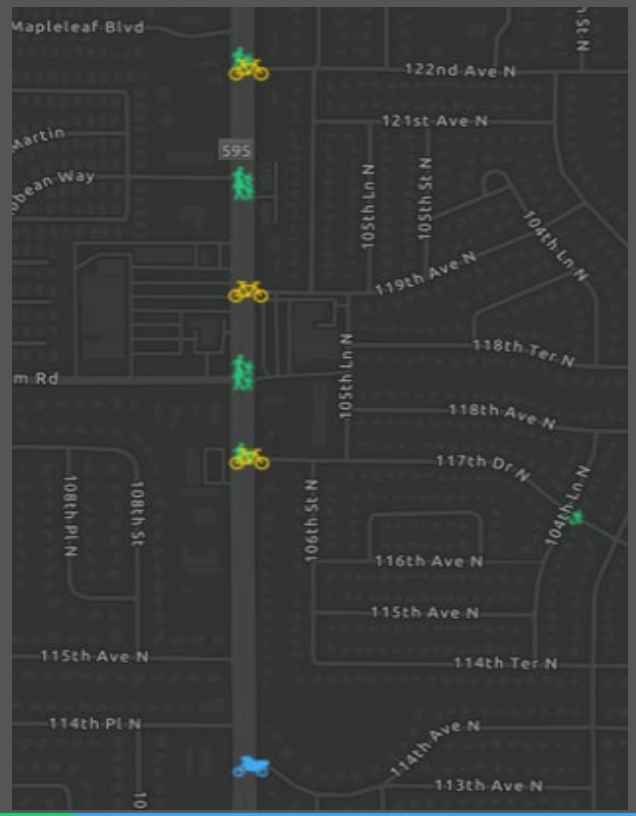
# Virtual & Meaningful Public Involvement

## FORWARD PINELLAS LAUNCHES "SAFE STREETS" ONLINE CAMPAIGN

*~~Interactive Map Gives Pinellas Residents a Way to Make Streets Safer~~*

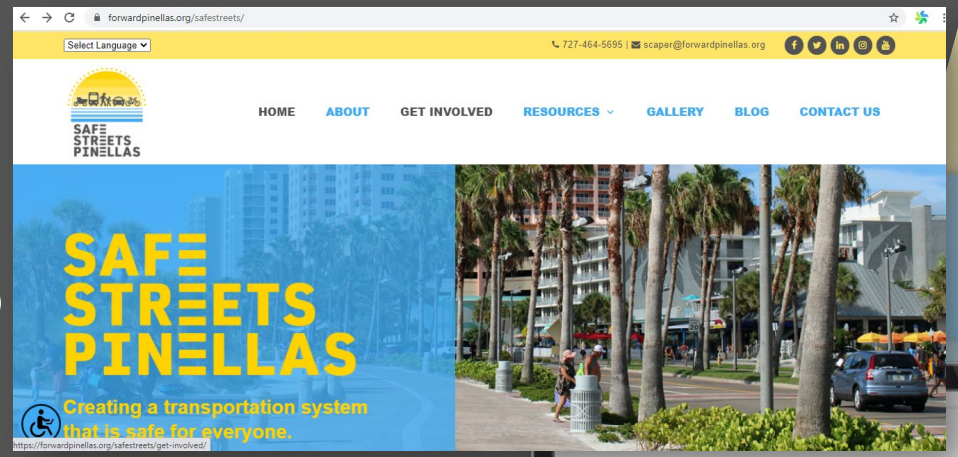


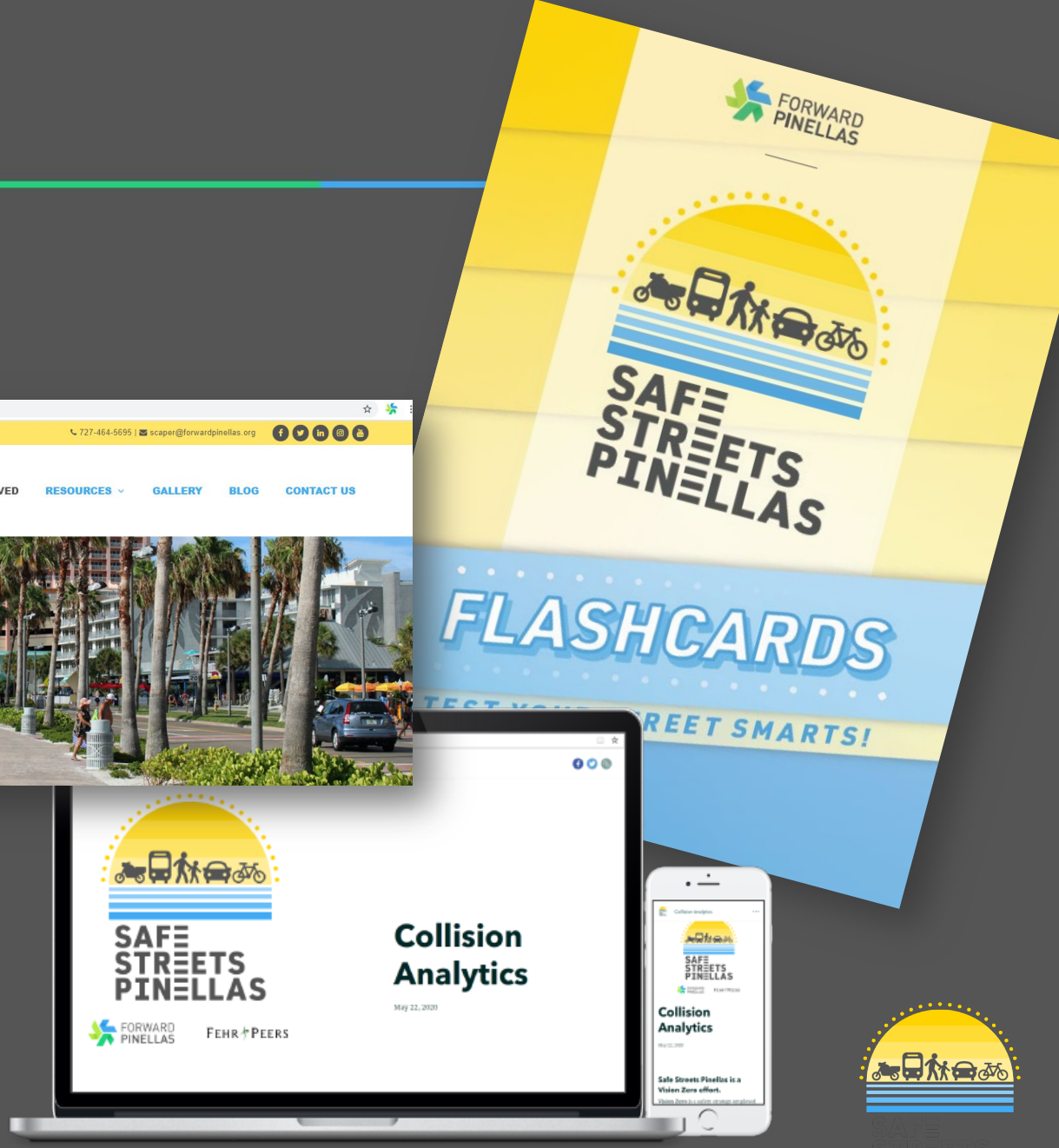



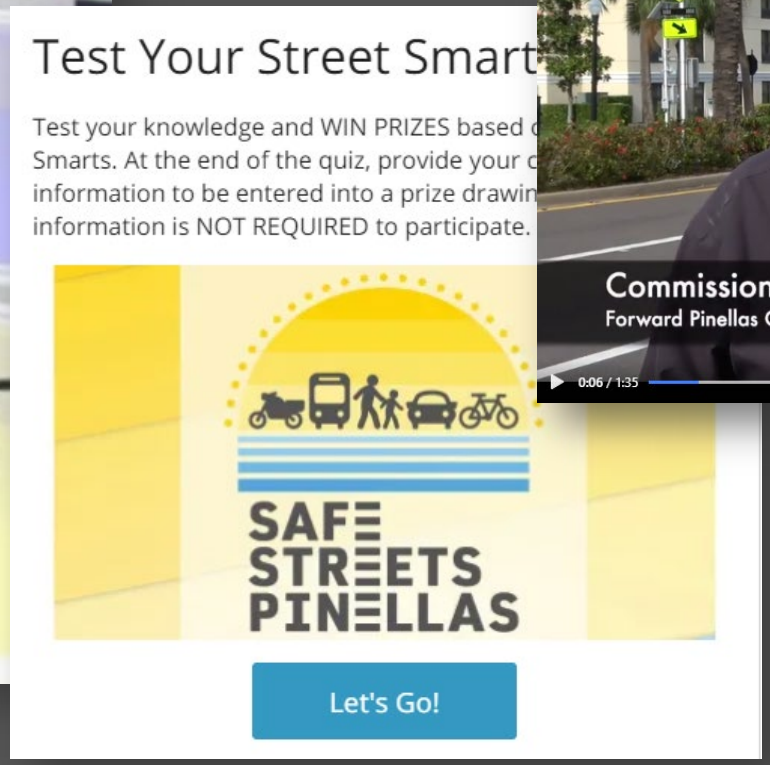
# A Virtual Campaign

- Website
- News Releases
- Media Interviews
- Interactive Story Map
- Interactive Feedback Map
- Educational Components
- Social Media Campaign
- Blog Posts
- Prizes for participating!

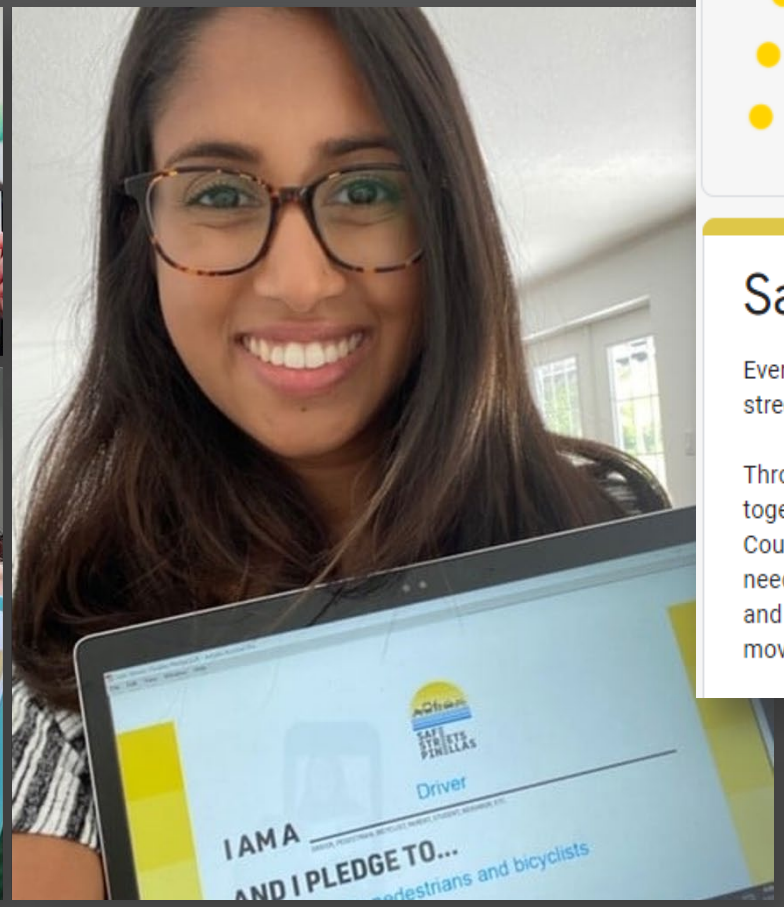


# Think Outside The Box



# Safe Streets Pledge



## Safe Streets Pinellas Pledge

Everyone in Pinellas County should be able to walk, bike, take public transit and drive on streets that are safe. No one should be killed traveling our roadways.

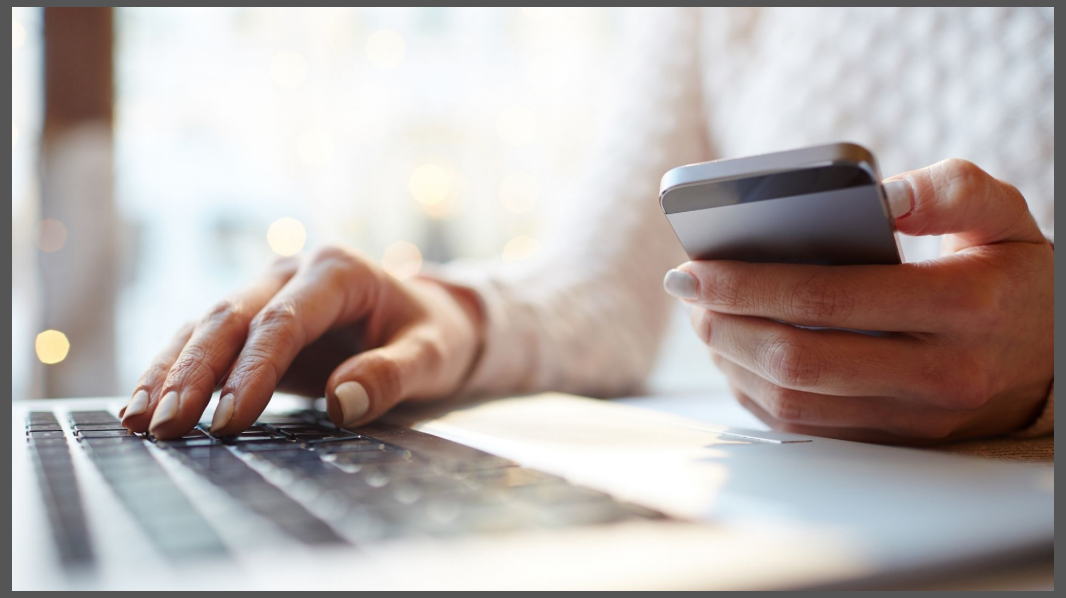
Throughout the country and world, Vision Zero communities ask for a commitment to work together to get to zero deaths and serious injuries. We are asking the same of Pinellas County residents, workers and visitors. We recognize zero doesn't happen overnight, but we need to actively work to make it happen. We cannot ignore the real costs to people, families, and our community about the loss of life and debilitating injuries on our roadways just to move cars faster.

# Safe Streets Art Contest

# What lessons did we learn

# Plan For The Unplannable

- 2 Devices Handy
- Back up your back up
- Don't trust links & videos



# Learn Many Different Platforms

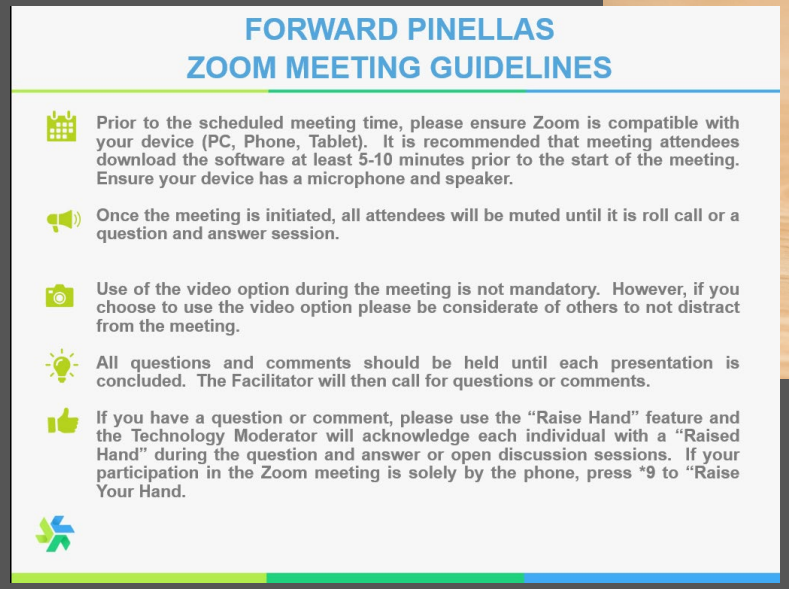
- The audience comes first
- Stay flexible
- Know the latest updates

# Practice, Practice, Practice

- Staff
- Stakeholders
- Scripts
- Run of Show
- Use several roles
  - (moderator, technology support, etc)

# KISS Messaging

- Simplify messaging
- No such thing as "Dumbing it Down"
- Don't assume
- Explain the technology



**FORWARD PINELLAS**
**ZOOM MEETING GUIDELINES**

Prior to the scheduled meeting time, please ensure Zoom is compatible with your device (PC, Phone, Tablet). It is recommended that meeting attendees download the software at least 5-10 minutes prior to the start of the meeting. Ensure your device has a microphone and speaker.

Once the meeting is initiated, all attendees will be muted until it is roll call or a question and answer session.

Use of the video option during the meeting is not mandatory. However, if you choose to use the video option please be considerate of others to not distract from the meeting.

All questions and comments should be held until each presentation is concluded. The Facilitator will then call for questions or comments.

If you have a question or comment, please use the "Raise Hand" feature and the Technology Moderator will acknowledge each individual with a "Raised Hand" during the question and answer or open discussion sessions. If your participation in the Zoom meeting is solely by the phone, press *9 to "Raise Your Hand.

# You're Not Alone

- Get a new (non-planner) perspective
- Brainstorm
  - What's your goal?
  - What do we have right now that we can use?
  - How can we achieve that goal?

# Opportunities

- Participation increase
  - BYC in person – 100,  Virtual - 550
  - In person safe streets register: 130
  - Social media reach for online campaign: over 44 k people reached and 1900 engagements
  - Use Your Partners

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Questions?

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