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
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 Pinellas

ART CONTEST

Test Your Street Smarts

Test your knowledge and WIN PRIZES based on Street Smarts. At the end of the quiz, provide your contact information to be entered into a prize drawing. This information is NOT REQUIRED to participate.

Let's Go!

Commissioner Dave Eggers

Forward Pinellas Chairman
Safe Streets 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

#SAFESTREETS

ART CONTEST WINNER
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
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
Questions?

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