

Individual Action Plan Transit Oriented Development

By
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Objective

- Inform
- Stimulate
- Encourage
- Provide a means to participate

- Personal Belief
 - Informed and active citizens essential to democratic process

Tactic #1

- Website
 - Informative
 - Simple, well designed & plain speaking
 - In languages common to the 'hood
 - Timeline early in the process
 - Measureables, the number of hits

Tactic #2

- Community Spokesperson/Group
 - Willing to Speak, Walk, and Pass out info
 - Timeline
 - Early in the process
 - Measureables
 - Increased attendance at meetings

Tactic #3

- Public Press
 - Local Newspapers, Radio, TV, Bloggers
 - Invite a running storyline
 - Encourage dialogue and reporting
 - Timeline
 - Once process has begun
 - Measureable
 - Is it on the news?

Tactic #4

- Invite the Local Schools
 - Elementary through Colleges
 - Students submit artwork, posters, ideas, Op-Ed
 - Encourage their participation, young people will benefit the most and use the most over time
 - Timeline
 - From the very beginning
 - Measureable
 - Increased attendance and participation

Conclusion

- Community must be engaged and informed
- Young people must be included
- Information must be simple and relevant
- Transmission of Information across multiple modes (web, print, TV, radio, flyers, etc)
- Goal, an informed community

Questions??