

## SCS Fall 2017 Outreach Strategy

### Timeline:

October 4-6 - Modeling data ready for outreach materials

October 7-24 - Primary outreach window

October 18 - RTP Roundtable Agenda goes out with outreach summary to date

October 20 - Last day to revise and post summary to date on RTP Roundtable agenda

October 25 - RTP Roundtable outreach-to-date presented for scenario selection

October 25- November 9 - Secondary outreach window

November 3 - TTC/PAC meetings outreach-to-date presented for scenario selection

November 9 - Fresno COG Board meeting, final outreach summary included in annotated

November 16 - Fresno COG Board meeting to select SCS Preferred Scenario

### Three-tiered outreach approach developed by COG staff, supported by mini-grantees:

#### 1. **Community Event Display** - booths at established events that draw large crowds

- Fun, game oriented display
- Ballots with 3-4 demographic questions
- Hand outs: website post cards for more info and MetroQuest survey, detailed information about the scenarios and indicators, Fresno COG brochure
- Show scenarios description video on computer or rotating on FCTA TV screens (Fair) - less than 2 minutes in length.

#### 2. **Online MetroQuest survey** English/Spanish to run Oct. 9-Nov. 9

##### Publicize:

- Post cards -
  - Handed out at events/meetings
  - Available on busses throughout County
  - Mini-grantees hand out, tweet and post
  - Meeting agenda
  - Website/e-newsletters
  - Distribute to Taxi Scrip locations
- Fresno COG and local agency Facebook pages
- Mini-grant social media
- OCED- Valley Planners Network Newsletter
- OCED- Valley Rural Development Center newsletter
- OCED staff will work with Fresno COG staff to develop a postcard that will take people to the MetroQuest survey website. Circulate to:
  - City of Clovis utility bill insert
  - Mexican Consulate – Fresno resource table
  - Rural Fresno County Farmers' Markets (Mendota-Wednesdays; Firebaugh-Thursdays; and Huron-Fridays) – all end last week of October
  - Fresno State Parent University classes (Coalinga, Firebaugh, Fresno, Huron, and Riverdale)

3. **Speaker Circuit** - Service clubs, community or neighborhood groups, chambers

Format:

- Powerpoint
- Clickers
- Paper surveys
- Additional visuals?

Fresno/Clovis area:

- Business Organization of Old Town Clovis - *OCED*
- Clovis Chamber of Commerce - *OCED*
- Fig Garden Homeowners Association - *OCED*
- League of Women Voters of Fresno - *OCED*
- Woodward Park Homeowners Association - *OCED*
- Downtown Rotary Club - *Fresno COG*
- Fresno Cycling Club - *Fresno COG*
- Fresno Bicycle Coalition - *Fresno COG*
- Fresno Chamber of Commerce--other chambers - *Fresno COG*
- Old Fig Garden Homeowners Association - *Fresno COG*

# SCS Fall 2017 Outreach Strategy

## Overall Timeline:

### Purple - Committee/board selected preferred Scenarios

#### Blue - Events

October 4-6 - Modeling data ready for outreach materials

October 7-24 - Primary outreach window:

October 7 - Feria de Educación, CA State University Fresno, 10,000+, *OCED*

October 7 - Vineyard Farmers Market: 7:00am - 12:00pm, Blackstone & Shaw Fresno, CA, 200+,  
*Central CA Asthma*

October 8 - Clovis Commons Farmer's Market: 9:30am - 1:30pm, Clovis Commons: 695 W. Herndon  
Ave Clovis, CA 93612, 200+, *Central CA Asthma*

October 9 - Fresno Fair Senior Day 9 am - 1:00 pm - confirmed

October 10: Tuesday: River Park Farmer's Market: 5:00pm-9:00pm: River Park Mall: 71 E Via la  
Plata Fresno, California 93720, 300+, *Central CA Asthma*

October 12-15 - Partner with FCTA booth at Fresno Fair, 11am - 7pm - *Fresno COG tentative*

October 13 - Fresno Housing Authority Event Booth - *Fresno COG*

October 14: Saturday: Fresno PARCS Let's Get Wild 2017 Kid's Fest "Jungle Jamboree":  
12:00pm – 4:00pm: Holmes Playground: 212 S. First St, Fresno Ca 93702, 300+, *Central CA  
Asthma*

October 15 - City of Clovis, Glorious Junk Days - *OCED*

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October 20 - Last day to revise and post summary to date on RTP Roundtable agenda

### October 25 - RTP Roundtable outreach-to-date presented for scenario selection

October 25- November 9 - Secondary outreach window:

October 25 - Fresno County Health Fest - *Fresno COG*

October 28-29: ClovisFest Balloon Fun Fly: 8:00 am - 5:00 pm, Old Town Clovis: The International  
Village on 7th Street and Pollasky, 200+, *Central CA Asthma*

### November 3 - TTC/PAC meetings outreach-to-date presented for scenario selection

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