

Community Outreach Plan (Sample)

Stakeholder Outreach

1. Businesses

- We will visit local businesses to inform them of the proposed Main Street open street, address any concerns, and invite participation.
- We will contact local business associations active in Neighborhood to assist in spreading information about the proposed Main Street open street to their members, help garner support, and invite their participation.
- We will provide Neighborhood businesses with a phone number and email address for them to call/email with questions, concerns, comments, or complaints.
- We will distribute reminders of the schedule to Neighborhood businesses along the Main Street open street in the days leading up to the first closure.
- We will ensure all communication is made available in both English and Spanish – the two primary languages used in Neighborhood.

2. Residents

- We will email all block/neighborhood associations in Neighborhood to inform them of the program and open the line of communication for a continuing dialogue to address any issues that may arise.
- We will knock doors of all residences located along the proposed Main Street open street to inform residents of our application and address any concerns they may have.
- We will distribute informational postcards to residences in the area.
- We will provide residents with a phone number and email address for them to call/email with questions, concerns, comments, or complaints.
- We will distribute reminders of the schedule to residences along the Main Street open street in the days leading up to the first closure.
- We will ensure all communication is made available in both English and Spanish – the two primary languages used in Neighborhood.

3. Local Organizations

- We will visit any organization located along the proposed Main Street open street to inform them of our application, address any concerns they may have, and invite their participation.
- We will contact any local organizations in Neighborhood that may be interested in partnering with or participating in our proposed open street to provide information, answer any questions, and address any concerns they may have.
- We will distribute reminders of the schedule to organizations along the Main Street open street in the days leading up to the first closure.
- We will ensure all communication is made available in both English and Spanish – the two primary languages used in Neighborhood.

4. City Agencies

- We will reach out to the Neighborhood Firehouse(s) to give them notice of the program.
- We will discuss the program with NYPD Precincts xx and xx and then continue dialogue via each precinct's Community Affairs Officers and Neighborhood Coordination Officers.

- We will contact DSNY to alert them as to the proposed Main Street open street and address any concerns they may have as to its schedule.

5. Local Elected Officials

- We will email the offices of Council District xx's Councilmember Fulano, Assembly District xx's Assemblymember Jansen and Assembly District xx's Assemblymember Hong, State Senate District xx's Senator Zhang, etc. to inform them of our application.

6. Community Board(s)

- We will email the Board Chair and Transportation Committee Chair of Borough CB xx.
- We will send representatives to Borough CB xx's Full Board and Transportation Committee meetings as needed to answer any questions and address any concerns.

Additional Community Outreach

- We will post information, as both print and audio-visual media, in both English and Spanish, about the Main Street open street and any scheduled programming on our organization's socials and website.
- Posters in both English and Spanish will be hung around Neighborhood advertising the open street and pointing interested parties to our organization's socials and website for additional information.
- We will send press releases in both English and Spanish to area newspapers and blogs ahead of the start of Main Street open street.
- We will publicize multiple means of communication in both English and Spanish for community members to use should they have any questions, concerns, comments, or complaints.
- No parking signs will be posted in both English and Spanish along the route for the day(s) of the Main Street open street.

Ongoing Partner Outreach and Communication

- We will regularly email a newsletter in both English and Spanish to all partners keeping them updated on everything happening with Main Street open street.
- We will maintain an up-to-date contact list for all partners so that we can easily share any time-sensitive information regarding Main Street open street.
- During the day(s) of the Main Street open street, staff members will check in with partners to address any issues that may arise.