



# Engaging Communities in the Active Transportation Program

# COVID and Innovation in Engagement

- COVID pushed us to innovate — virtual & hybrid engagement became essential
- Tools: online community meetings, interactive maps, online surveys, social media Q&As
- Virtual options expand reach and inclusion
- Being flexible and being accessible
- Engagement designed around people's lives — blending tech with in-person connection

# Tried-and-True Engagement Tactics

- Meet people where they are — schools, parks, community events, farmers' markets, transit hubs
- Partner with trusted messengers in the community
- Using visuals & storytelling to make data relatable (Walk Kern)
- Close the loop — show how community input shaped the project

# Bringing Agencies and Community Groups Together

- Invite early — during planning, not after decisions
- Host joint engagement events (e.g., Community Fairs)
- Share resources, data, and staff time across agencies
- Unified message, stronger partnerships, broader community support

*“Engagement  
builds trust  
when people  
can see their  
voices make a  
difference.”*



**www.WalkKern.com**



# The Big Picture

- Communities that feel heard
- Agencies that work as one team
- Projects designed with residents in mind

*“Engagement isn’t a checkbox —  
it’s a partnership.”*

