

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



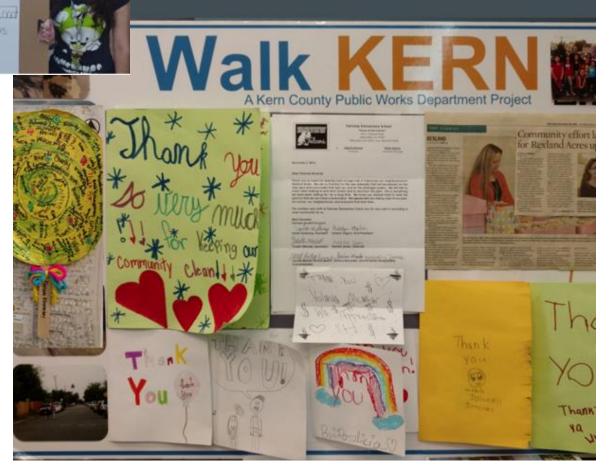
"Engagement builds trust when people can see their voices make a difference."

Factor SV

Francis SV

Francis

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."



