



OUTREACH & MEDIA
STRATEGY



OUTREACH & MEDIA

THE OBJECTIVE OF THIS STRATEGY IS TO PROACTIVELY FRAME THE BMP DISCUSSION AROUND THE KEY TOPICS THAT INVITES A SPECTRUM OF VIEWPOINTS TO PARTICIPATE AND FEEL HEARD.

Strategy Process

The primary focus of the of 2015 Santa Barbara Bicycle Master Plan (SB BMP) is to engage the community; creating positive buzz that will generate meaningful input from a wide range of stakeholders throughout the City. This project will be unique in that it will involve a high quality media and tech interface, allowing various avenues for community members to provide input and stay connected to the BMP update throughout plan development. The following memo outlines a comprehensive Outreach and Media Strategy that includes launch dates, interactive web and in-person information-gathering platforms, and other innovative outreach tools that will result in increased engagement.

Outreach Diagram





STEP 1: BUILD OUTREACH TOOLS

1.1] Branding

A recognizable, easy to read, and consistent brand will be a keystone element of the Santa Barbara Bike Master Plan (SB BMP) Outreach strategy. Using a consistent logo, color palette, and project font, each formal notice and media representation of the project will increase project recognition throughout the SB BMP process, and will also allow for an extended campaign beyond the identified BMP project scope. The project brand and color scheme has been crafted to function and manifest on multiple platforms, such as physical flyers, posters, the project website, films, and promotional ‘swag’ or giveaways. The brand may also incorporate a project tag line, allowing for future hashtags or campaigns that will generate buzz and excitement around the project.

The logo and branding elements below were carefully designed to celebrate the unique assets of the City of Santa Barbara, while also referencing the City’s commitment to open community engagement. This project logo celebrates the positivity of the SB BMP for all modal groups such as motorists, pedestrians, transit riders, and other mobility devices.

Project Logo



Color Swatches



#FFFFCC



#99CCCC



#99CCFF



#FF6666

Typography

META PLUS BOLD CAPS
META PLUS BOLD CAPS ITALICS

OSTRICH INLINE
OSTRICH INLINE ITALICS

1.2] Project Website

To encourage project transparency, the team will launch an interactive, bilingual, and dynamic website for the BMP that will utilize the latest software tools to support greater community involvement in decision making and governance. The interactive website will include a question that will prompt visitors to geolocate issue areas with regards to cycling in Santa Barbara. Additionally, this website will host an introductory question-framing video that will further describe the intent of the project, and orient page visitors quickly to the project vision. In addition to an introductory video and interactive, comment-based mapping feature, the website will include a project timeline, a link to the formal online survey, information regarding upcoming events, and links to all other social media accounts. (See Appendix A)

1.2] Project Website [continued]

A City .gov URL will be used to capitalize on the existing credibility of the City's page, and during the life of the project, will be used to redirect visitors to the Interactive Project Website described above. The project URL will be attached to the City site, and will exist under a sub-domain to ensure that users will always see the .gov URL as the project site. This method will also allow the City to create a modified landing page when the BMP project website is no longer needed.

- **Website URL:** Will link from: www.santabarbara.gov/BMP
- **Temporary Website:** See Appendix A

1.3] Online Survey

The purpose of the online survey is to build an understanding of community sentiment towards cycling in the City. The survey will be posted on the project website and will elicit responses from stakeholders to better understand preferences for the final Bicycle Master Plan through the use of visuals, and graphics. (See Appendix B for survey questions)

- **Survey URL (English):** www.sbsurvey.org
- **Survey URL (Spanish):** www.ciclismosb.org

Hard copies of the survey will also be provided to the City Staff and the project team to hand out at Stakeholder Roadshows and other events to ensure a comprehensive response from Santa Barbarans.

1.4] Social Media Campaign

Facebook

With a large number of individuals already utilizing social media platforms such as Facebook and Twitter, the project campaign will benefit from the use of these established platforms.

- **SB BMP Facebook Page.** As the City of Santa Barbara does not yet have an existing Facebook page, a new page has been created for the project. The SB BMP Facebook page will allow the internal team to post information about the project progress, events, and critical avenues for community input. The Facebook page will largely be a virtual area for the posting of flyers, and updates, while also directing visitors to the official project website.
- **SB BMP Facebook URL:** <https://www.facebook.com/BMPSB>
- **SB BMP Facebook Weekly Updates:** Gearing up for the April 1, 2015 launch and throughout the outreach process, the team will update the SB BMP with weekly postings. Each month, a draft of the month's postings will be available on the backend of the project Facebook page. The first draft of weekly updates is detailed further in Appendix C.

In addition to posting on the Santa Barbara BMP Facebook page (Task 1.2), efforts will be made to post project information on other SB related Facebook pages. (Eg. SBCC, Santa Barbara Independent, Visit Santa Barbara, SB Unified School District etc.) The Facebook page will also be linked on the project website and any collateral material that will be distributed on behalf of the project.

Twitter

The City of Santa Barbara already has a Twitter following of 3,724. A roll out of twitter posts will be provided to the City of Santa Barbara Communication Department to ensure regular Twitter updates. This sheet will read as an introduction page that will outline weekly Twitter posts that should be released on identified dates.

- **SB BMP Twitter Weekly Updates:** Gearing up for the April 1, 2015 launch and throughout the outreach process, the team will update the SB BMP with weekly postings. Each month, a draft of the month's postings will be submitted to the SB Communications Dept. The first draft of weekly updates is detailed further in Appendix C.

1.5] Video

Videography and documentation of the outreach process will be a hallmark of the project. This tool will be used during both the information gathering phase to ground the project in reality, and then also to ensure that there are active representations of residents of all cross-sections participating in the project outreach process. The videos provide the ability to generate a project that lives beyond the pages of the final BMP.

- **Question framing video.** To be shown online on the public survey and at Neighborhood Summits.
- **Mini-film documentary.** Brief film narrating the public outreach process; highlighting viewpoints of key contributors in the community.



STEP 2: IDENTIFY KEY STAKEHOLDERS

Business Groups

Santa Barbara Downtown Organization
Santa Barbara Hispanic Chamber of Commerce
Santa Barbara Chamber

Visit Santa Barbara

Auto Oriented Groups

AAA Santa Barbara
Santa Barbara Car Free
ABCD and Affiliates

Cyclist Groups

COAST
Traffic Solutions Program Administrators: SBCAG
Santa Barbara Bicycle Coalition
Echelon SB
SB Triathlon Club

Neighborhood Groups

Santa Barbara Beautiful
Santa Barbara Certified Farmers Market
La Casa De La Raza
SB Neighborhood Advisory Council

East/Westside Associations
Citizens Planning Association (CPA)
League of Women Voters

School Groups

Center for Community Education
Santa Barbara Unified School District
Santa Barbara City College
ECOalition (UCSB)

Environmental Groups

Community Environmental Council
Sustainability Project of Santa Barbara

Newspaper / Media / TV Outlets

KCSB Radio
Santa Barbara Independent
Santa Barbara News Press
SB Nooz Hawk

The Mesa Paper
Radio Brono (Spanish Station)
KEYT

Government

Santa Barbara County Air Pollution Control District



STEP 3: BLAST PROJECT INFORMATION

3.1] Social Media Blasting

As referenced in Task 1.4, announcements and project information blasts will be released online regularly. Continual interface on social media sites will help to continue to generate buzz around the project, and will allow community members to participate with the City throughout the process.

- **Weekly Facebook Blasts:** A weekly update of the project schedule and reminders of upcoming events will be added to the Facebook site from April 1 - May 29. Subsequent Facebook posts will be made to inform the public of the projects' next steps.
- **Weekly Twitter Announcements:** A weekly update of the project progress and reminders of upcoming events will be released on the City of Santa Barbara Twitter handle from April 1 - May 29. Subsequent Twitter posts will be made to inform the public of the projects' next steps.

For project announcements, our team will compile project flyers. This information will be disseminated by the City to ensure credibility of the announcements.

3.2] Flyering

Bilingual flyering and outreach for the event will be used to announce public workshops, online engagement, and various community avenues for participation. The project team will provide the City with digital copies for printing and dissemination throughout the City.

OUTREACH & MEDIA CALENDAR

FEBRUARY

Feb 28

- Intercept Surveys

MARCH

March 26

- Transportation and Circulation Committee Presentation

APRIL

April 1

- Launch of project website
- Launch of online survey with question framing video
- Social media first posts

April 2

- Planning Commission Presentation

April 7

- City Council Presentation

APRIL (CONTINUED)

Throughout

- Ongoing collection of survey input
- TBD: Stakeholder Roadshows
- Weekly Twitter/Facebook posts

MAY

May 16

- 10am-12pm: Eastside Summit (Spanish) @ Franklin Elementary
- 2-4pm: Westside Summit (Spanish) @ Harding Elementary

May 18

- 6-8pm: Uptown Summit @ Peabody Elementary

May 19

- 6-8pm: Downtown Summit @ SB Public Library - Faulkner Gallery

May 20

- 6-8pm: Mesa Summit @ Washington Elementary

JUNE

June 15:

- Release of key findings from survey and Neighborhood Summits

JULY

TBD:

- Second interface with City Council

AUGUST - OCTOBER

Continual

- Announcement of project process through online portals



STEP 4: COLLECT FEEDBACK

4.1] City Council Meetings

In addition to public meetings, the project team will also interface with the Santa Barbara City Council / Committees with information regarding project progress. The first interface will be held April 7th, 2015 in time for the project team to present the outreach and media strategy, and to preliminarily report on response rates. The second City Council meeting will be held shortly after the Neighborhood Summits to narrate the findings from the project outreach events.

4.2] Stakeholder Roadshow

The Stakeholder Roadshow will consist of a presentation that will be provided to Santa Barbara City Staff to circulate and present at select meetings held by key stakeholders. It is recommended that the City choose 10-15 existing community groups from the four key stakeholder groups (motorists, cyclists, business owners, and residents) to target for these presentations. The Stakeholder Roadways will ensure that community members that are not likely to utilize social media or the project website to get information regarding the project will be included in these discussions.

For this reason, the Stakeholder Roadshows should be scheduled shortly before the first of the neighborhood summits to ensure that attendees are made aware in advance, yet close enough to the summits to encourage attendance.

- **Distribution:** In addition to presenting at this meeting, the project team will generate flyers that outline the future dates of the summit, for distribution at each of the meetings.
- **Surveys:** At the roadshow, the team member present will bring copies of the project survey for attendees to fill out. These will mirror the questions that are asked on the Online Survey, and will be translated into the final tabulation of the survey results.

Most importantly, the Stakeholder Roadshow will excite residents about the project, begin to gauge the pulse of the feeling on the ground about the project goals, and help to ensure a large turnout for the follow-up neighborhood summits. Meléndrez will prepare the content for the Stakeholder Roadshow, and will undergo one review and revision session with the City. The project manager at Meléndrez will attend up to 3 Stakeholder Roadshows with City Staff.

4.3] Neighborhood Summits

Meléndrez and Fehr & Peers will facilitate five outreach events, which will include five two-hour neighborhood summits. The summits will incorporate creative and interactive media and technology, and allow for creative collection of responses. Videography and documentation will be available for approximately 10% of the neighborhood summits, and the footage will be used in future project materials.

The team is considering the following approach to the summits. One may be a Latino Summit; others may be coupled with additional neighborhood summits with existing CycleMAYnia events occurring throughout the City. Marrying the two efforts will increase the visibility of the Plan, and will allow the City to combine outreach efforts.

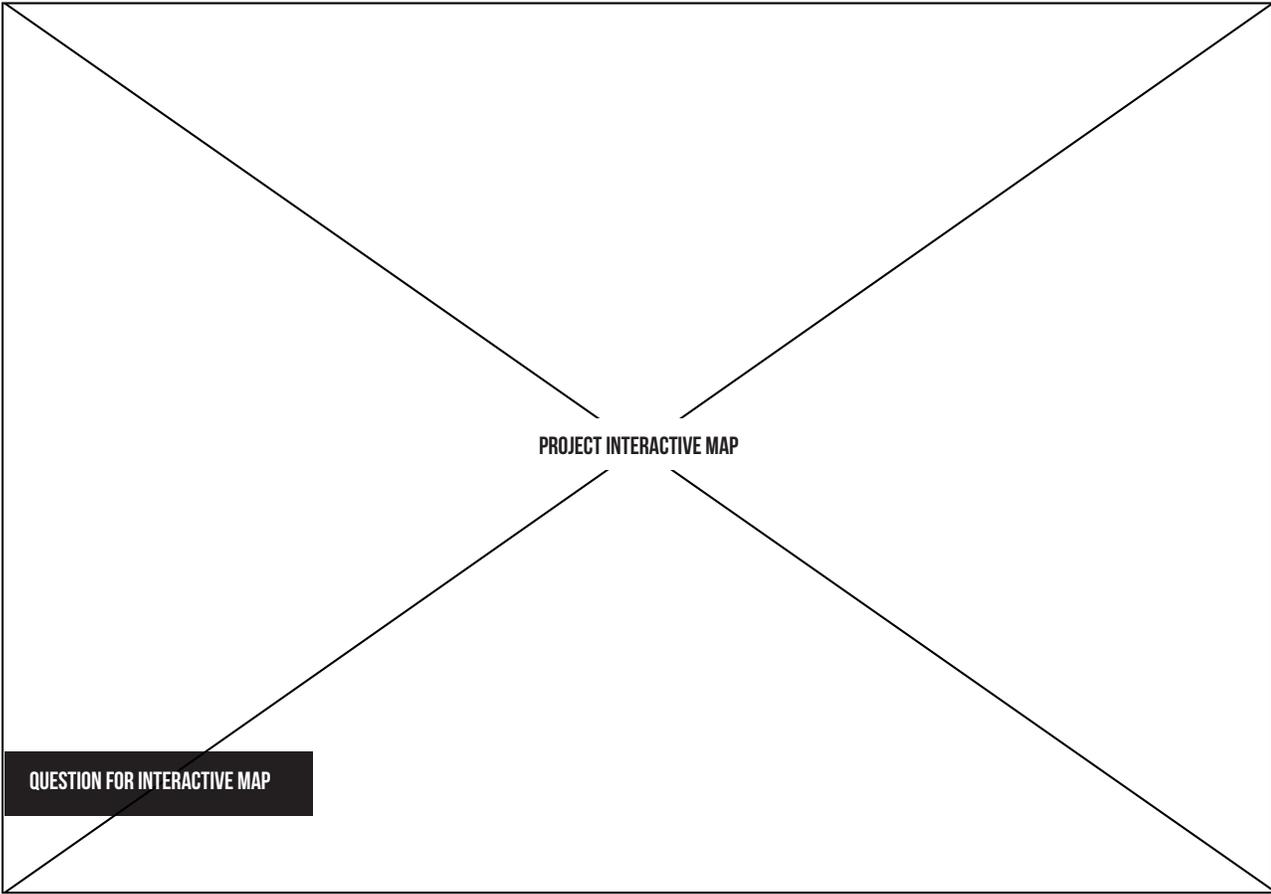
4.4] Intercept Surveys

The project team will work with City staff to determine to what extent other surveys, community questionnaires, intercept surveys, etc., may be appropriate to gather comprehensive input.

4.5] Outreach Compilation

Summit Summaries: Our team will summarize findings of each Neighborhood Summit and produce a graphic document that outlines findings.

APPENDIX



SANTA BARBARA BICYCLE MASTER PLAN

PROJECT TAG LINE EXPLAINING INTERACTIVE MAP

- MAP
- PROJECT SURVEY
- PROJECT TIMELINE
- PROJECT EVENTS



JOIN US ON FACEBOOK



JOIN US ON TWITTER

SANTA BARBARA CITY WEBSITE

SANTA BARBARA BICYCLE MASTER PLAN

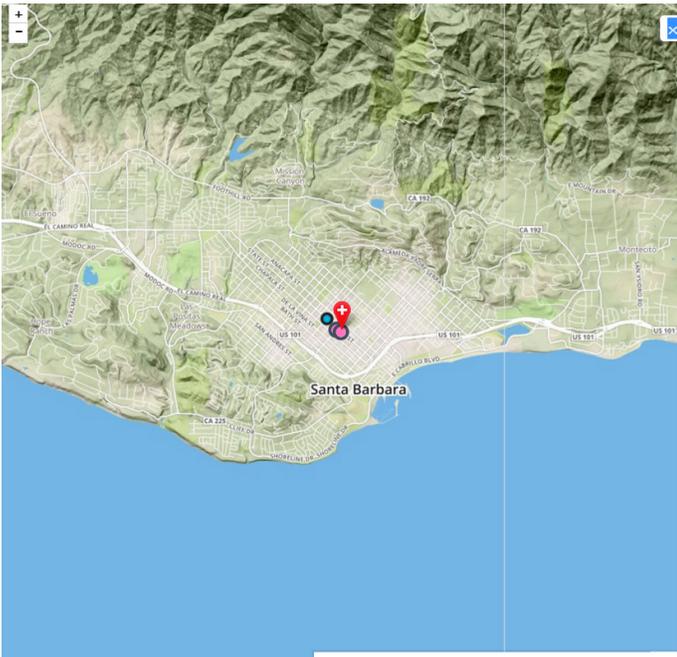
[PROJECT COPY EXPLAINING PROJECT]

PROJECT SURVEY LINK

PROJECT TIMELINE

PROJECT EVENTS

WEBSITE DRAFT SCREENSHOT - APPENDIX A



Drag the map to your location.

What would you like to share?

- Bike Lane Needed
- Maintain Route As Is
- Difficult Crossing
- Undesirable Bike Route
- Bicycle Amenities
- Gap In The Network



Welcome to the Santa Barbara Bicycle Master Plan!
Check out the project video



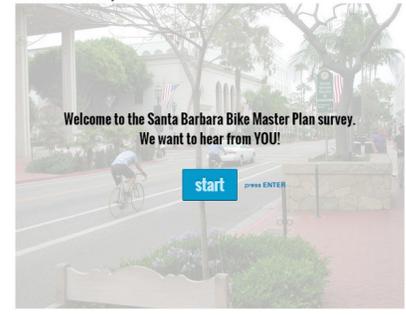
Welcome to the Santa Barbara Bicycle Master Plan!

Check out the project video below to understand more about the project!



- Map
- Timeline
- Join us on Facebook!
 - Follow us on Twitter!

What is the Santa Barbara Bike Master Plan?
Since completing many of the 1998 BMP improvement projects, Santa Barbara is experiencing the national trend of growing bicycle ridership. Today we pose the question to you - what is the future of bicycling in Santa Barbara? We'd like as many people as possible to participate in community meetings and take the on-line survey so that all Santa Barbara residents and business owners can help shape the future. Feel free to follow us on Facebook, Twitter and this project website.



Interactive Map (Top of Page)
We're conducting a study to improve safety and potentially improve the city's bike network. Help us identify gaps in the bike network, unsafe routes, difficult intersections, locations for bike amenities, and streets that you would like to see remain the same on the map at the top of the page!

- Project Timeline**
- Show Older Events
- Outreach and Media Strategy Presentation
March 24, 2015
 - Latino Summit
May 16, 2015

SURVEY DRAFT - APPENDIX B

Survey Questions:

Note: The survey questions will be formatted onto a Typeform online survey, and will also be graphically designed for convenient use during the Stakeholder Roadshows and Intercept Surveys

Circle your answer(s) and return/email to Peter Brown at: pbrown@santabarbaraca.gov or 630 Garden St, Santa Barbara, CA 93101

- 1. What is your primary mode of transportation? In the last 7 days, I took most trips by (you must select one):**
Bus, Car, Bike, Foot, Moped/motorcycle, Equal car/bike trips, Equal walk/bike trips

- 2. Do you identify with any of these groups? (Choose all that apply)**
I live on/near a bikeway, I have kids in a SB school, I own a business in town, I am a student, I am male, I am female, Other _____

- 3. Do you think Santa Barbara is a safe place to ride a bike?**
Very, Moderately, Barely, I won't ride in SB until the City does more, Riding is not for me

- 4. What most prohibits you from riding a bike in Santa Barbara? (Select one)**
Trip distance is too long, Routes are too hilly, Too dangerous: fast moving cars, I don't like riding a bike - I prefer driving or walking, Nothing - I ride regularly/occasionally

- 5. Should it be a goal of the City of Santa Barbara to accommodate more people riding bikes to work and for recreational trips?**
Yes, No

- 6. What are your transportation priorities for Santa Barbara? (Please limit to your top three priorities)**
Safety for all road users, Comfortable walking experience, Enhanced transit service, Improve the existing bicycle network, Extended bike network - create new routes, Ease of driving, Keeping existing car parking on City streets, Education and enforcement for people who bike, walk, and drive

- 7. What types of bike facilities would you like to see more of in Santa Barbara? (Please limit to your top three)**
** Keyed photos
Colored bike lanes, Protected bike lanes, Buffered bike lanes, Painted bike lanes, Sharrows, Bike boulevards on residential streets, None - the City has enough bike lanes*

- 8. Why do you ride a bike? (Please limit your response to two choices)**
I don't ride a bike, Save money, Do not own a vehicle, Exercise, Convenience/for fun, For the environment, Avoid traffic/parking

- 9. The map below shows existing bike facilities in Santa Barbara. Rank your top two priorities for the Santa Barbara Bicycle Master Plan.**
Close gaps in the bike network, Improve existing facilities (signage, colored lanes, buffers, etc.), Create new facilities, Keep bike facilities as is

- 10. What is the nearest intersection to where you live? (ex. Bath St. & Sola St.)**

_____ & _____

- 11. Please write your email address if you would like to get further information on the Bicycle Master Plan**

SURVEY SAMPLE SCREENSHOT - APPENDIX B

← → <https://bikesb.typeform.com/to/sCkgxY> ☆ ☰

Keeping existing car parking on City streets
Education/Enforcement for people who bike, walk, and drive

**7 → What types of bike facilities would you like to see more of in Santa Barbara?
(Please limit to your top three)**

A Colored Bike Lanes **B** Protected Bike Lanes **C** Buffered Bike Lanes **D** Painted Bike Lanes

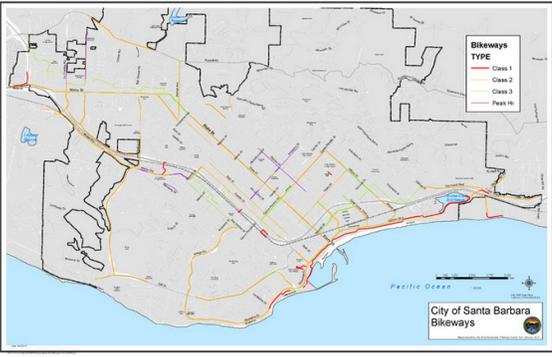
E Sharrows **F** Bike Boulevards on Residential Streets **G** None, the City has enough bike lanes

8 → Why do you ride a bike? (Please limit your response to two choices)

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← → <https://bikesb.typeform.com/to/sCkgxY> ☆ ☰

9 → The map below shows existing bike facilities in Santa Barbara. Rank your top two priorities for the Santa Barbara Bicycle Master Plan.



A Close gaps in the bike network
B Improve existing facilities (signage, colored lanes, buffers, etc.)
C Create new facilities
D Keep bike facilities as is

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DRAFT MARCH SOCIAL MEDIA POSTS - APPENDIX C

First Month Twitter Posts: *March 23 - April 20*

- **Week of 3/23/15**
Lookout for flyers about the SB Bike Master Plan. For more information on the project, visit us at: santabarbaraca.gov/BMP & like us on FB!
- **Week of 3/30/15**
The SB Bike Master Plan is underway! Determine the future of the plan by going to SantaBarbaraCA.gov/BMP or sbsurvey.org to participate!
- **Day of 4/6/15**
Come out to the City Council meeting tomorrow afternoon @ 2pm to hear about the SB Bike Master Plan project! #SBBMP
- **Week of 4/13/15**
If you haven't already participated in the SB Bike Master Plan survey, visit sbsurvey.org or ciclismosb.org to give us your feedback! #SBBMP
- **Week of 4/20/15**
Visit our project website at santabarbaraca.gov/BMP to learn more about the upcoming Bike Master Plan Neighborhood Summits in May! #SBBMP

First Month Facebook Posts: *Late March 2015*

Utilizing the “Scheduled Posts” feature on Facebook, the project team will prepare weekly blasts for continual posting on the Facebook site. The area highlighted below outlines the first four Facebook posts that have been created for the SB Bike Master Plan Facebook page.

Scheduled Posts Feature

Draft Facebook Posts
[Available for review online]

The screenshot shows the Facebook interface for a page. The 'Drafts' section is highlighted, showing four draft posts. The posts are:

Post	Last Modified
The SB Bike Master Plan project team will be presenting Marc...	02/04/2015 at 3:23pm Created by Melendrez Landscape Architecture
Have you visited the project website yet? Tell us what you thin...	02/04/2015 at 3:22pm Created by Melendrez Landscape Architecture
Check out our interactive project website at: ____ There ar...	02/04/2015 at 3:22pm Created by Melendrez Landscape Architecture
We're gearing up for the release of our project website! We wil...	02/04/2015 at 3:20pm Created by Melendrez Landscape Architecture