

① DON'T HAVE A COMPLETELY
OPEN ENDED FIRST SET OF
WORKSHOPS, BUT GIVE SOMETHING
TO REACT TO

• CLEAR DEFINITIONS OF
CONSTRAINTS (FISCAL, LEGAL, etc.)

• SATURATION: POSTCARDS, EMAIL LIST,
MAILBOX

• DON'T GET TOO TECHNICAL

• EASY ACCESS TO INFO
AND PRODUCTS

• WORKSHOP ON SAT

SUNDOWNERS / WORKING GROUPS

- PEOPLE MISSING ARE PEOPLE THAT WORK AND HAVE KIDS

← YOUTH SPORTING EVENTS

NEED CROSSROADS FOR EVERYONE

LIKE FARMERS MKT } POP UP
SEASIDE } OUTREACH

SANTAFE UNDERPASS

CIRCULATION POINTS 1/3

USERS OF CORRIDOR

GRASS SWAMIS

VISIT BUSINESSES — SIMPLE MESSAGE AND HANDOUT (SURVEY)

NEXT DODR / SOCIAL MEDIA

SENIOR CENTER AT LUNCHTIME

GROCERY STORES — SIMPLE MESSAGE AND HANDOUT (SURVEY)

TOWN COUNCIL MTGS.

2.

SPORTING EVENTS

FARMERS MKT

OKTOBERFEST

STREET FAIRS

XMAS PARADE

MOONLIGHT BEACH CONCERTS

CARNIGHT

KOOKRUN - ANY RUNS

TASTE OF MAIN ST.

SUNDOWNERS

PTA - MTGS AND EVENTS

HIGH SCHOOL BACK TO SCHOOL

(COMEDY SPORTS (SPA))

MIRA COSTA

3.

BE FRIENDLY

HAVE A CARD TO GIVE
OUT (CONTACT
OR SURVEY)

EASY DISSEMINATION

IPAD SURVEYS

HIGH SCHOOL OR MIRA COSTA
TO HELP W/ OUTREACH
INTERNS

SCHOOL BASED OUTREACH
WITH STUDENTS ASSISTING

- NEED SPEAKING POINTS
OR MESSAGES TO PROVIDE
FOR ~~THE~~ SOCIAL MEDIA USE
MAKE IT EASY FOR
WORKING GROUP

4.

HOW DO YOU KEEP
TRACK OF HOW
MANY PEOPLE ARE
REACHED

VS. WHO PARTICIPATES

IS DEMOGRAPHIC
INFO HELPFUL IN DATA
COLLECTION.



Share Information

- social media - need to activate groups

- School District-approved fliers

→ Boosted post (sponsored)

↳ those interested in biking, walking, 3D diff topics

- Share on strong websites

- Younger, single people w/o kids?

↳ D Street, all beach access, Moonlight Beach
Beacons, Roadside Park, Farmers Market
~~Kiwanis~~ underpass

- Presentations at Rotary, Kiwanis

- On way to school - walking on Vulcan

2015 INFORMATION

- Literature at local markets
- Spanish-speaking community
 - ↳ Los Angelitos, Ballet Folklórico
 - ↳ soccer
 - ↳ schools; walking to school
 - ↳ Peach Jar - digital billboard
 - ↳ El Nopalito (restaurant market)
- Library
- Each WG member creates own outreach list
 - ↳ assign/divvy up outreach
- Ask people how they would make the change?
- Get more women involved; petitions
 - ↳ nice music, showcase talent

Swami's Beach Park

YMCA walking group

- Confirm values before getting input on improvements
- Taste of Main St / Main St events
- Town Councils doing candidate forums (well attended)
- Thurs night - car night
- Coaster Station
- Art Walk - Aug 28
 - Back to School Nights; PTA monthly
- Beaches - maybe non-residents
- Be careful about info fatigue

CONCERN ABOUT PEOPLE DISTURBING
THE AREA BACK BACK

- Grow contact list - each member gets 10 people to sign up
- Reminders/content for posts (2 days ahead)
- Consider workshops outside, park new park (Encinitas Community Park)
good for workshop
- Skate Park
- Survey \$ people crossing tracks?
- Fliers on peoples' cars at park on corridor