Public Engagement Plan – Danville

Month	Milestone	Administrative/Engagement Task
2018		
June	Kick-Off Meeting	**Administrative** – Review engagement plan. Identify possible project branding options. Review options and finalize brand.
July		**Administrative** – Activate web site. **Engagement** – Blog post and press release announcing project and upcoming event at Fair. Drive public to web site via social media and press. **Possible online engagement activity**: <u>Show us your Rail Trail photos!</u> We could use photos of people utilizing the trail. Could also include photos of the things they love about Danville. If the Town could solicit a gift certificate from a local business, we could arrange for a drawing to take place during the public event in September.
August		**Administrative** – Town makes arrangements for "idea boxes." Determine date and location of September event. **Engagement** – Booth at fair to provide project information and collect input. Run intercept surveys with volunteer assistance. Blog Post: Update about project, Save the date notice for October engagement event(s).
September		**Administrative** – If the Town is organizing an event related to the Reimagine the Train Station, nail down date and time (with VIA). **Engagement** – Blog Post (early September): Announce October Event, announce idea boxes.

		Possible online engagement activity: Story map to identify "what works, what doesn't, opportunities."
October	Public Open House/Online Survey "What works?" "What doesn't?" "Opportunities?" Reimagine Train Station Event	**Engagement -** Blog post: What did we learn from the Open House/Survey? **Engagement Activity** – Reimagine the Train Station – This would need to be largely run by the town, but VIA and one staff member from D&K could be present. Open House & concurrent online survey – Hold an open house the same day as the Reimagine Train Station Event for the purpose of identifying "what works, what doesn't, opportunities."
November	Sketches of Train Station	**Engagement** – Blog Post: Project update and/or Report on October Event. Include sketches for the public to see.
December		**Engagement** – Blog Post: Project Update, review of Economic Development Analysis Results. Draft report.
2019		
January		**Engagement** – Blog Post: Project update, discussion about types of corridor concepts. **Possible Engagement Activity** - Winter intercept surveys to pull in information from VAST users.
February		**Engagement** – Blog Post: Announce wayfinding/marketing component. **Possible Engagement Activity** – Can students produce content that might be engaging for web site? Photos? Stories? Videos?
March		**Administrative** – Identify date for May wayfinding event and workshop. **Engagement** – Blog Post: Open wayfinding exercise in mid-April. Save the date for May workshop.

April	Wayfinding Exercise (begin in mid to late April – depending on weather)	**Administrative** – Run wayfinding exercise. Involve school. **Engagement** - Announce May workshop. Report on wayfinding exercise process. Have participants utilize storymap to describe their experiences with the new wayfinding signs.
May	Corridor Improvements Workshop	**Administrative** – Identify dates and locations for final presentations. **Engagement -** Blog Post: Summary of wayfinding exercise results. Hold workshop.
June		**Engagement -** Blog Post: Report on results of workshop – What did we learn? Announce Final Presentation Dates.
July	Draft Corridor Plan Presentations	**Engagement** – Blog Post: Progress report and reminder of Final Presentations. Hold final presentations
August	Final Draft to Town	**Engagement** – Hold final presentations. Blog Post: Project recap and next steps.