Attendees: Cyndi Steiner (chair), Trish Sanchez, William Riviere, Linda Rapacki, Charles Brown, Andras Holzmann, Gary Poedubicky

Summary:
1. Introductions
   a. Review of September exercise:
      i. Triage of all available materials
      ii. Discovered gaping hole in educational material available
         1. Complete streets for the layperson (for dummies)
2. Today’s Agenda:
   a. Identify what materials on Complete Streets (CS) should exist for the average person
      i. What it contains
      ii. Who it’s for
      iii. Where it can be released
   b. Start by defining the audience for these potential materials
      i. Who should the audience be? Specific or general groups of people?
      ii. Consensus reached that there are two types of people material needs to cater to:
         1. People with information on CS who don’t take it in
         2. People who are unaware of information on CS

Exercise:

1. Audience – Complete Streets Materials
   a. Group One: Elected and Appointed
      i. Elected officials
         1. e.g. Council
      ii. Township administration
      iii. Advisory committees
   b. Group Two: ‘Everyday people’
      i. Schools
         1. Especially parents of school age children
      ii. Residents
         1. e.g. Seniors aging in place (active citizens)
      iii. Advocates

2. Points to Communicate – Messaging (pros and cons)
   a. Group One: Elected and Appointed
      i. Economic aspects of CS/ROI
1. Cost
   ii. Safety
   iii. Popularity → trends, direction
   iv. Health benefits
   v. Equity/EJ
   vi. Crime
   vii. Parking...
   viii. Gentrification
   ix. Perception of CS as anti-automobile and pro-bike
   x. Environmental (varies by location)

b. Group Two: ‘Everyday people’
   i. Safety
   ii. Mobility, Transportation options, Accessibility
   iii. Quality of Life
   iv. Crime
   v. Congestion mitigation
   vi. Parking...
   vii. Gentrification
   viii. Perception of CS as anti-automobile and pro-bike

3. How to reach the groups – Changing the public mindset – What can agencies do –
How to market and explain CS
   a. Group One: Elected and Appointed
      i. Complete Streets 101 Guide
         1. Accessible online
         2. Modular
         3. Captures stages of CS adoption/implementation
      ii. Pamphlets and leaflets
      iii. CS Summit
      iv. Webinars
      v. Targeted brochure
      vi. Tactical urbanism pop up interventions → not rogue.
      vii. Bumper stickers
      viii. Education/awareness model similar to Street Smart
         1. Media & Branding
   b. Group Two: ‘Everyday people’
      i. Complete Streets 101 Guide
      ii. Through schools
      iii. Targeted brochure
      iv. ‘piggybacking’ on community events
      v. Ambassador program (VTC)
      vi. Leave-behinds
      vii. One-liners at transit stations, on transit vehicles (PSA messaging)
         1. e.g. ‘Complete streets save lives’
         2. Social media
viii. Tactical urbanism pop up interventions
   1. If you like this, contact us @...
ix. Bumper stickers

4. **Next steps**
   a. How to put this together for DOT
      i. Define specific tasks that VTC could add to its work program
         1. i.e. Complete Streets 101 Guide for the layperson
      ii. Identify desired final products
      iii. Prioritize programming and materials
   b. Next meeting → Refine above ideas
      i. Inventory of CS resources
         1. Indicate clearly where the gap in educational materials is
      ii. Identify common objections to CS
         1. Debunking the myths of CS (vol. 1)