

Community Activation Plan

Once you've identified your community assets, it's time to activate them! Listed below are a series of steps designed to help you clarify the **OBJECTIVES** for your community activation, identify the **LOCATIONS** where potential activations can happen, the potential activation **TACTICS** you will use, and the **ALLIES** and resources you will need to implement your plan.

- **Step 1 - Front Side:** When working through each activation step, break your larger group into smaller teams, and have them each take 2 minutes to create ideas for each category. Then take 5 minutes to share your group ideas and record the top 5 team preferences in the last colored box.
- **Step 2 - Back Side:** Once your top 5 Objectives, Locations, Tactics, and Allies are identified, use the back of the worksheet to outline the action items, resources, and materials needed to implement the Activation Plan.

OBJECTIVES

Define Your Goals - What would I like the Activation Plan to do for my community?

My Potential Objectives (Circle or Write In)

1. Increase Biking and Walking
2. Activate Vacant Spaces (Lots, Storefronts)
3. Grow Local Food
4. Slow Traffic
5. Support Local Business / Increase Sales
6. Engage Youth/Students
7. Tell Community Stories / History
8. Increase Community Social Connections

9. Promote Public Transportation

10. Other: _____

11. Other: _____

12. Other: _____

13. Other: _____

14. Other: _____

Your Collective Group Objectives

1.

2.

3.

4.

5.

LOCATIONS

Identify Locations - What are some areas in my community that could be activated?

My Potential Locations (Check or Write In)

- Sidewalks
- Parking Spaces / Lots
- Vacant Lots
- Vacant Storefronts
- Blank Walls
- Utility/Light Poles
- Benches/Trashcans/Other Furnishings
- Fences
- Bus/Transit Stops

Trees

Parks/Green Spaces

School Yards/ Playgrounds

Civic Buildings

Statues / Monuments

Streets

Other: _____

Other: _____

Other: _____

Your Collective Group Locations

1.

2.

3.

4.

5.

TACTICS

Brainstorm Your Tactics - What activation techniques would be the best fit for my objectives?

My Potential Tactics (Check or Write In)

- Signs
- Murals/Art
- Activities/Programs
- Gathering Places (Bus/Transit stops, etc.)
- Storytelling Elements
- Shopping/Retail Experiences
- Goods/Services
- Walking Biking Routes

Lighting/Lights

Gardens/Food Production

Planting Beds

Pavement

Other: _____

Other: _____

Other: _____

Your Collective Group Tactics

1.

2.

3.

4.

5.

ALLIES

Identify Helpers - Who can do it? Who can help me achieve the objective?

My Potential Allies (Check or Write In)

- Volunteer Groups
- Boy/Girl Scouts
- 4H
- FFA
- Book Club
- Walking/Running/Biking Group
- Rotary Club
- Church Groups
- Town/City Staff

Youth Groups

Young Adults

Seniors

Sport/Athletic Teams

College Groups/Students

Merchants

Local Artists

Property Owners

Local Farmers/Gardeners

Other: _____

Your Collective Group Allies

1.

2.

3.

4.

5.

Putting the Plan in Motion - Your Team's Favorite Idea!

Now that you have identified the possibilities, take your teams **FAVORITE IDEA** and flush it out using the matrix below. These are your next steps and action items that will help you move your plan into activation!

ACTIVATION PLAN NAME:

Your OBJECTIVE:

What is the **GOAL** of your activation, and **WHAT** are you proposing?

GOAL - What our activation will accomplish:

ACTION - What we are proposing to do:

Your LOCATION:

The area in your community where the activation will occur.

TYPE - The type of location we are proposing (from the worksheet front):

LOCATION - The specific location(s) in your community we will activate, and who we may need to contact to use this location:

Your TACTICS:

What activation techniques will you use?

TYPE - The type of tactic(s) we are proposing (from the worksheet front):

MATERIALS - The materials or permissions we need for the tactic(s), and how we will obtain them:

Your ALLIES:

Who could help support your activation?

WHO - The people we'd like to help with our activation:

REACHING OUT - How we will reach out to potential allies, and when we will do it: