

Butterfield Corridor Safe Streets Public Outreach Campaign Committee

February 23, 2015

Meeting Summary/Next Steps

Meeting Attendees: Karen Baigrie, Kelley Podboy, Mat Johnson, Deb Merten, David Swaim; Nancy Vernon; (unable to attend – Ronda Lundbaek, Bridget Clark)

Purpose of Meeting: to continue planning public outreach campaign and discuss agenda/presentation for March 10 Safe Streets meeting

Meeting Summary

Communication Tools

Committee discussed/agreed on the following campaign elements:

- SHHA bulletin, eblast, website (Nancy)
- School e-news (San Domenico, Brookside, Hidden Valley) – main message with tailored messaging per school (Deb, Karen, Bridget)
- Sleepy Hollow Next Door (David)
- Tree Signage (3 x 5) (Ronda, Cindy Goefft)
- Swim Team (Karen)
- Other – Town of San Anselmo weekly e-news (Debbie Stutsman's Friday email), Marin IJ's In Your Town, Drake High School weekly e-news (Pirate News) (Nancy)

Will explore further signage for fall campaign (e.g. magnetic car signs, bumper stickers, yard signs).

Messaging/Timing

Karen developed broad messaging to be tailored per school or organization; Spring campaign will run weeks of April 20 and April 27

Safe Routes Component

- Safe Routes leaders at each school (Deb, Karen, Bridget) to develop school activities during campaign period
- School efforts will include a pre-campaign visit from law enforcement to introduce/reinforce safety rules and guidelines to kids

March 10 Meeting

- Agenda to be based on updates on four major purposes of committee (public outreach, Safe Routes/school reinforcement, law enforcement involvement, potential infrastructure improvements/changes)
- Participants will receive agenda along with links to newsletter, website, and basic messaging flier, example of tree sign messaging (if available)
- Approximately half of meeting will be focused on infrastructure improvement discussion and half will be spent on getting input re: public outreach plan, including securing law enforcement support and visibility for campaign

Campaign Timing

Meeting and campaign timing for Spring 2015:

- Butterfield Safe Streets Web Page on **SHHA Website (Done)**
- Announcement Article in **SHHA Newsletter (Done for Feb/March)**
- Butterfield Safe Streets committee mtg to review restricted parking options and Public Outreach Campaign (committee to get input and support of addtl members, including Sheriff, CHP, DPW): **March 10**
- Law Enforcement to visit schools for safety talk (**late March/early April**)
- Butterfield Safe Streets Campaign to run **Weeks of April 20 and April 27**

Next Steps:

- **Karen to send out messaging documents/fliers to group for tailoring per school or organization (week of 2/23); Mat and Kelley to update Bridget and work together on San Domenico messaging**
- **Ronda to send out signage ideas to group for feedback (week of 2/23), secure funding for rotating tree signs and work with Cindy Goefft on design (March)**
- **Safe Routes leaders (Karen, Deb, Bridget) to send Nancy supplemental Safe Routes school activities planned for campaign to be incorporated into 3/10 meeting information (by March 2) – note that this info doesn't have to be detailed or exact... but just to give committee idea of direction**
- **Safe Routes leaders to give Nancy preferred dates for law enforcement visits so can coordinate with Central Marin, CHP, Sheriff (by March 2)**
- **Nancy to contact Debbie Stutsman at Town of San Anselmo, Drake High School, Marin IJ to include outreach messaging (early April)**

- **Nancy to schedule follow up outreach sub-committee meeting after March 10 meeting to fine tune messaging and implementation (end of March/early April)**