

NOTIFICATION EXERCISE for Land Use Study Kick-off (Notification of Public Workshop – Visioning)

Goal: Increase public awareness of land use studies through earlier notification and usage of more wide-ranging, cost effective techniques.

Technique Analysis:

1. Who do you think we are reaching?
2. Who do you think we not reaching but should?
3. What techniques can we use to reach them?

[Examples: Project Websites; Social Media; Comp Plan or HOA listserv; Supervisor Newsletters; Public Calendars; Channel 16]

Techniques	Pro – Con Comparison (What are the benefits? What are the costs?)		How early should this technique be done?
	PROS	CONS	

Ideas for consideration

- Financial
- Number of people reached
- Diversity of people reached
- Accessibility
- Time intensive
- Environmental
- Others?

4. Pick Top 3 techniques to be used and explain why chosen –
 - a. –
 - b. –
 - c. –