MOBILITY WEEK
VIRTUAL EVENT GUIDE

MOBILITY WEEK
WHAT MOVES YOU?

MOBILITY WEEK℠

What is Mobility Week?

During Mobility Week, partner agencies, community organizations, and employers around the state host events and activities to **promote safe, multimodal transportation choices**. While in-person events continue to be the mainstay, partner agencies also host virtual events as an effective way to engage the public. For communities interested in offering virtual events, this guide offers practical tools to reach target audiences and expand the reach of Mobility Week.

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WHAT MOVES YOU?

What can you do during Mobility Week virtually?

Celebrate

Celebrate your organization's accomplishments by hosting an online event highlighting annual reports or recognizing employee contributions.

Pre-record

Pre-record an interview with your agency's board members or executive officers describing their vision and future projects.

Moderate

Moderate a virtual "Ask me anything" session for your managers and employees to discuss commuting concerns.

Partner

Partner with your local law enforcement agency to host an online interview with the agency's safety resource officer.

Host

Host virtual walkathons or bikeathons encouraging participants to share pictures and videos of their journey. Host an online contest for kids to design their ideal roadway or transit route.

Repurpose

Repurpose existing "How to" videos that provide helpful tips to existing or new riders and feature what transit agencies are doing to clean buses.

Digitize

Digitize your community's walking and biking maps for easier access.

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Where to Start?

As with planning any type of event, begin by identifying the goals, intended outcomes, available resources, and potential partners. Some questions to help this process are listed below:

1. Do your **organization's current goals and objectives** overlap with those of Mobility Week?

2. What is the **most relevant information** that your customers need to know right now?

3. What **engagement gaps** have occurred with previous outreach efforts?

4. Are there **certain populations or geographic areas** that you need to reach?

5. Who is **tackling similar issues** or trying to reach a similar audience? Are there **ways to work together** to increase both organizations' reach and impact?

6. Who within your organization has **special skill sets** that can help make your virtual event successful?

7. What platforms support engagement with people with **disabilities** or address **language barriers**?

8. Does your organization have existing **accounts/licenses for software platforms** that support virtual events? What is the cost for new platforms?

9. What **legal requirements** must your organization consider when hosting virtual events to ensure access and comply with **Florida's Sunshine Law**?

Idea is set...
get ready to go!

Hosting online events may require just as much planning as in-person events. Below are some best practices and tips to set you up for success.

- **Clearly define and assign roles**, from who is promoting the event, who will be speaking, who will moderate questions and chat windows, and other roles.

- **Practice!** Take the time to rehearse how the event should go. Make it clear to your guest speakers that they should participate in a practice session to address any audio/visual challenges in advance.

- **Learn the ins and outs** of the platform your organization is using. Knowing how to quickly mute all attendees or cue speakers will provide a better experience for your audience.

- **Encourage engagement** but manage the conversation by asking questions to be submitted in advance or through a Question & Answer Portal.

- **Disconnect** from VPN or remote desktop connections prior to the practice session and the actual event.

- **Ask your family members** to take a break from watching videos and other online activities that may impact internet speed during your online event.

- **Consider livestreaming** or recording your event to make the session available for others to view later. Different platforms offer different storage options; so check the recording options prior to the day of your event.

- **Ask for feedback** from event attendees on items such as usefulness of information provided, user experience with meeting software, etc. This can be done by incorporating poll questions during the event or as a follow-up survey emailed to event attendees.