



Mobility Week
OCT 30 – NOV 6, 2020



Virtual Event Guidance

Mobility Week is a statewide celebration of making smart, efficient, and safe

transportation choices. In 2019, more than 200 partners hosted 193 events in 53 counties across Florida. This year, new strategies will be needed to make Mobility Week more resilient considering public health concerns about large events. This handbook provides practical guidance to transform in-person activities to virtual events. These strategies offer ways to reach a new audience and expand the reach of Mobility Week.

This list of virtual events may inspire ideas for your organization:



Celebrate your organization's accomplishments by hosting an online event highlighting Annual Reports or recognizing employee contributions



Host virtual walkathons or bikeathons, encouraging participants to share pictures and videos of their journey



Pre-record an interview with your agency's Board Members or executive officers describing their vision and future projects



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



Moderate a virtual "Ask Me Anything" session for your managers and employees to discuss commuting concerns



Host an online contest for kids to design their ideal roadway or transit route



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



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

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:

- Do your organization's current goals and objectives overlap with those of Mobility Week?
- What is the most relevant information that your customers need to know right now?
- What engagement gaps have occurred with previous outreach efforts?
- Are there certain populations or geographic areas that you need to reach?
- 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?
- Who within your organization has special skill sets that can help make your virtual event successful?
- What platforms support engagement with people with disabilities or address language barriers?
- Does your organization have existing accounts/licenses for software platforms that support virtual events? What is the cost for new platforms?
- 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, from the helpfulness of the information provided to the user experience with the meeting software. This can be done by incorporating poll questions during the event or as a follow-up survey emailed to event attendees.



The need for safety education and transportation options in 2020

This year presents unique challenges but several new opportunities. With more people biking and walking, there is an urgent need to share information on how to stay safe whether you're rolling or strolling. Public transit remains an important transportation option for many Floridians. Mobility Week is an excellent time to feature steps your local public transit agency is taking to keep their riders and employees safe.

