

Southwest Fresno Recruitment Outreach Strategy Training Follow-Up Technical Assistance for the Community Pedestrian & Bicycle Safety Training



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Introduction

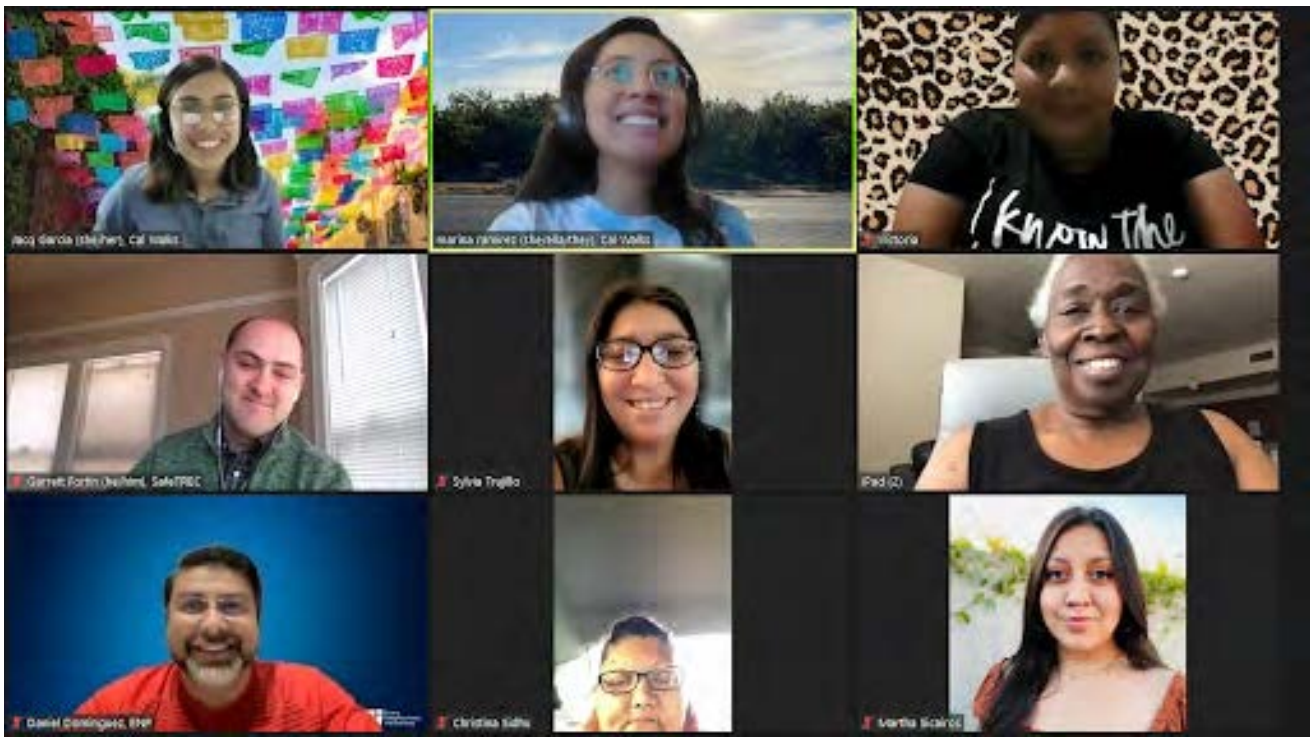
The CPBST is a joint project of the Project Team that works with local residents and safety advocates to develop a community-driven action plan to improve walking and biking safety in their communities and strengthen collaboration with local officials and agency staff. The program provides follow-up activities to past CPBST sites to support the implementation of the CPBST Action Plan. In Summer 2022, California Walks (Cal Walks) and UC Berkeley SafeTREC (SafeTREC) provided follow-up technical assistance to the community of Southwest Fresno to support the walking and biking safety goals identified during their Community Pedestrian & Bicycle Safety Training (CPBST).

In 2018, Cal Walks and SafeTREC (Project Team) hosted a CPBST with southwest Fresno residents focused on the area around Miguel Hidalgo Elementary School. The Summary and Recommendation Report can be found [here](#). In 2021, the Project Team hosted another CPBST in west Fresno focused on increasing clean mobility projects and improving transit accessibility for community residents; creating a platform for community residents to share their needs, concerns and desires for their community; and garnering support in creating safer conditions for pedestrians and bicyclists. The report for that training can be found [here](#).

After the 2021 training, a group of community residents and community organizations, including Every Neighborhood Partnership, formed a new advocacy group, [Our Voice Project \(OVP\)](#). As a newly formed group, reached out to the Project Team to help them develop a digital media outreach and member recruitment plan. By recruiting more members to their group, they could expand their ability to advocate for walking and biking safety programs and infrastructure, as well as general community wellness. On August 19, 2022, the project team conducted a recruitment outreach training session with five OVP participants.

The goals of the training were to:

- Understand how to develop a robust outreach and recruitment plan;
- Learn best practices for creating social media content and using social media platforms to implement their outreach and recruitment plan; and,
- Acquire tools, resources, and skills to expand their member base and advocate for the programs and infrastructure projects needed to keep their community safe.



Developing an Outreach & Recruitment Plan

The Project Team reviewed key steps needed to build a recruitment outreach plan. Topics included identifying and developing group goals, target audience, recruitment messaging, and types of media for plan implementation.

See Appendix for [Recruitment Outreach Training](#).

OVP's Mission Statement & Goals

An organization's mission statement and goals should inform and refine its outreach messaging. In March of 2022, OVP developed the following mission statement:

- We are a group of residents from Southwest Fresno;
- We are involved in safety, beautification, positive change, and infrastructure; and,
- We bring resident voices to the issues that affect the multi-cultural diversity in the Southwest Fresno community.

The group seeks to support long term positive change by creating a platform for residents in Southwest Fresno to have their voices heard in larger stakeholder forums. Additionally, they emphasized that OVP is an inclusive group where everyone is celebrated. Below are examples how participants explain OVP to others in their community:

- OVP is a dynamic group of residents [who] want to be part of creating long term positive change;
- Multicultural group that does not judge others or what they say. We welcome everyone [and] want to hear people's concerns and help them the best we can;
- A group of residents wanting change for the better, for the long term and the best thing about it is you can be yourself. You don't have to be a president or the mayor, just a regular person;
- [We] understand residents count and need to speak, for them [city officials, agency staff, planner, etc.] to hear [us] we need to be there; and,
- A group of residents in Southwest Fresno that wants residents' voices heard, hence the name of our group– Our Voice Project. People come into areas to improve it, leave, and leave resident voices outside of the picture.

Resources to strengthen a mission statement and goals:

- [How to Write an Awesome Nonprofit Mission Statement](#); and,
- [15 Exceptional Nonprofit Vision Statement Examples](#).

Target Audience

Your target audience will require messaging that is engaging, direct, and tailored to how they consume media. Digital media may be more impactful and engaging for younger audiences. A mix of physical and digital media may be more fitting for community-wide outreach. You should also create media in the multiple languages spoken within a community and follow general guidelines for creating accessible content for everyone.

Resources to identifying your target audience:

- [How to Find and Target Your Social Media Audience](#); and,
- Connect with Lisa Harry from the [West Fresno California Avenue Neighborhood](#).

Recruitment Messaging

In order to optimize the success of any outreach campaign, your recruitment message should be aligned with your overall goals for outreach. This ensures that your messaging is outcome-focused! Messaging should be easy, fun and consistent to be effective. This means using the message repeatedly, so people notice and engage with your outreach materials.

Messaging needs to be easy to engage with and have a call to action. Messaging should answer the questions of: What should I do next? How can I get involved?

Resources to develop fun and accessible messaging:

- [How to Write a Compelling Call to Action for Social Media](#); and,
- [Inclusive Design for Social Media: Tips for Creating Accessible Channels](#).



Types of Media for Plan Implementation

There are generally two types of media— physical and digital. Physical media includes, but is not limited to flyers, posters, zines, pamphlets, and stickers. Digital media includes, but is not limited to text messages, emails, e-newsletters, radio, podcasts, public service announcements, and social media. In most cases, you choose the type of media based on your target audience, their preferred method of communication, and your capacity. Using media types that your target audience is familiar and comfortable with will increase their likelihood of engagement. However, some types of media are more accessible for organizers. For example, digital media does not require funding for printing or as much time for distribution.

When posting on social media for recruitment, consider the following best practices:

- Build relationships with local or regional groups by using hashtags, following them, and interacting with their posts;
- Keep language short, fun, and easy to understand;
- Ask for engagement from your viewers. Ask them questions;
- Post visual content including pictures, gifs, quotes, infographics, short videos, and emojis;
- Use “Link in bio” on Instagram and “Link” features on Facebook to guide people towards resources, news, links, surveys, etc.; and
- Use the [70/20/10 rule](#) to build a stronger online presence, connect with other people and organizations in the community.

Resources for determining best type of media for plan implementation:

- [Social Media for Nonprofits: A Comprehensive Guide](#); and,
- [The complete guide to nonprofit social media: Strategy and design tips for success](#).

Resources for developing social media content:

- [Facebook Tips & Tricks](#);
- [Instagram Tips & Tricks](#);
- [Canva](#) is a free design tool where OVP can create beautiful and easy content using templates;
- [Unsplash](#) is a free website for stock photos to use for media posts;
- [LinkTree](#) is a free website to create one link that directs people to a list of multiple other links; and,
- [Bit.ly](#) is a free website to make long links shorter or create QR codes.

OVP's Recruitment Plan

Outreach & Recruitment Goals:

1. Inform residents about the OVP, their purpose and goals for the future;
2. Recruit residents of the Southwest Fresno community to join as members of OVP; and,
3. Build OVP's online presence and community networks by engaging with other community groups using physical and digital media.

Outreach & Recruitment Plan Description:

OVP will focus on engaging, building relationships, and recruiting people that are already active in other community groups through digital media platforms. Having an online presence will allow for the one-on-one conversations they're having at in-person events to continue online. OVP will create accounts on Instagram and Facebook since these are the platforms the community engages with the most.

Recruitment Plan:

Plan	Timeline	Details
Who is the target audience?	Fall 2022	<ul style="list-style-type: none">● 93706 zip code; and,● People that are active in the community but don't know about OVP.
What is the message?	Fall 2022	<ul style="list-style-type: none">● Let's get to know each other;● OVP wants to build relationships and hear what you have to say; and,● Everyone is welcome!
What is the call to action?	Fall 2022	<ul style="list-style-type: none">● Join OVP's next weekly meeting;● Share your contact information with us and we'll keep you up-to-date on upcoming meetings and project; and,● Let's set up a time to talk about OVP one-on-one.
Which media types will OVP use?	Fall 2022	<ul style="list-style-type: none">● Facebook● Instagram

Conclusion

The training demonstrates OVP's continued commitment to making Southwest Fresno a safe and welcoming place for residents to walk and bike. The group continues to seek opportunities that are collaborative and provide a space for residents to find their seats in the city's decision-making process. This recruitment effort shows their dedication to uplifting community voices and prioritizing their needs. The Project Team remains committed to supporting Southwest Fresno's efforts to improve walking and biking safety for all in their community.

Acknowledgments

We want to acknowledge and thank Daniel Dominguez with Every Neighborhood Partnership for supporting the development of OVP as well as the members of OVP for their endless efforts to elevate their voices in community planning in their community. This project is a partnership between UC Berkeley Safe Transportation Research & Education Center (SafeTREC) and California Walks.

We also want to acknowledge the Yokuts peoples as the traditional land caretakers of the Community of Southwest Fresno.

This report was prepared by Jacqueline Garcia, Marina Ramirez, and Wendy Ortiz of California Walks. Special thanks to SafeTREC's Heidi Story and Katherine L. Chen for formatting, report review, and editing.

This report was prepared in cooperation with the California Office of Traffic Safety (OTS). The opinions, findings, and conclusions expressed in this publication are those of the author(s) and not necessarily those of OTS.

Appendix

- [Recruitment Outreach Training](#)

Recruitment Outreach Training

West Fresno's

Our Voice Project

August 19, 2022



Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER

Agenda



Check In Activity



Develop a Recruitment Strategy



Social Media Platforms & Best Practices



Create a Post



Next Steps

Check In Activity

- Name
- Where do you walk/bike in West Fresno
- When you talk to people about Our Vision Project, what do you tell them?

3

Developing a Recruitment Plan



What is the overarching goal or mission for Our Vision Project?

5

What is your ask or call to action?

What is your message?

6

Who is your target audience?

7

When are you sharing this information?

Where are you sharing this information?

8

Who is in charge of running OVP's social media accounts?

How can everyone support to increase OVP's online presence?

9

Social Media Platforms & Best Practices



Types of Media

- ❑ Physical Media
 - Flyers
 - Posters
 - Stickers
- ❑ Digital Media
 - Text/Voice
 - Next Door
 - Email/Newsletter
 - Radio/Podcasts/Public Service Announcements
 - Social Media

Instagram Greenfield Walking Group



greenfieldwalkinggroup • Following



greenfieldwalkinggroup Come hang out with the cool kids 🍷
👥 see what's happening in our community Every 1st Monday of
each month 4~6pm see y'all there~ for more information DM ,
email or text us Greenfieldwalkinggroup@yahoo.com or
(661)493-6884 nos Vemos Moctezuma approved 🍷

154w




24 likes

SEPTEMBER 2, 2019

Instagram Greenfield Walking Group

Supervisors slated to approve contract for Rexland Acres road improvements project

By SAM MORGEN smorgen@bakersfield.com · 8 hrs ago · 📸 0



In this file photo, Jooslyn Cuevas is interviewed by a local radio station in Rexland Acres Park. She helped spark an effort that's drawn millions of dollars for sidewalks and other improvements in Rexland Acres.
Casey Christie / The Californian

If you go

What: Kern County Board of Supervisors meeting

When: 9 a.m. and 2 p.m.

A long-awaited sidewalks and street safety project in Rexland Acres is scheduled for approval by the Kern County Board of Supervisors on Tuesday.

greenfieldwalkinggroup • Following

greenfieldwalkinggroup Rexland community good things are coming 🍷🍷🍷 more updates coming soon 🏡

143w

25 likes

NOVEMBER 19, 2019

13

Instagram Greenfield Walking Group



Free COVID-19 Vaccine Clinic

Available Services:
1st dose | 2nd dose | Booster
Pfizer (5+ & 12+) | Moderna | Johnson & Johnson

No appointment necessary
No proof of insurance
Bring vaccine card if receiving 2nd dose or Booster

👤 card for first 100 to get vaccinated

Gratis Clínica de Vacunas

Servicios disponibles:
1ra dosis | 2da dosis | Refuerzo
Pfizer (5+ y 12+) | Moderna | Johnson & Johnson

No es necesario hacer cita
No es necesario seguro médico
Traiga tarjeta de vacunación para 2da dosis o refuerzo
Tarjeta de regalo a los primeros 100 que se vacunen

greenfieldwalkinggroup • Following

Rexland Acres Park

greenfieldwalkinggroup Join us this May28 for some fun in the park. Celebrating Rexland Akers ATP infrastructure improvements project 🍷🍷🍷🍷🍷 lots of fun Resources and Covid-19 vaccines. Nos vemos 🌳🚲👴👵

13w

15 likes

MAY 17

14

Instagram

Greenfield Walking Group



greenfieldwalkinggroup • Following



greenfieldwalkinggroup Did y'all I hear the great news? That's right VOTO Latino is coming to Bakersfield 🇵🇷🇵🇷🇵🇷 don't miss out and pre register 🗳️

<https://secure.everyaction.com/jLYxQAx37kKlZBWur3NPSQ2>

176w



8 likes

APRIL 3, 2019

Add a comment...



Post

15

Social Media Best Practices

- ❑ Connect with other local or regional groups (hashtags, follow them, comment on their posts)
- ❑ Keep language short, fun, and easy to understand. Captions are important!
- ❑ Ask for engagement “Like if...”, “Fill in the blank...”, “Tag a friend in...”
- ❑ Post visual content (picture, gifs, quotes, infographics, short videos, emojis)

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Social Media Best Practices

- ❑ “Link in bio” and “Link” features
- ❑ Hashtags – depending on the platform
- ❑ Use the 70/20/10 rule
- ❑ Optimize for mobile

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Let's Design a Post Together!

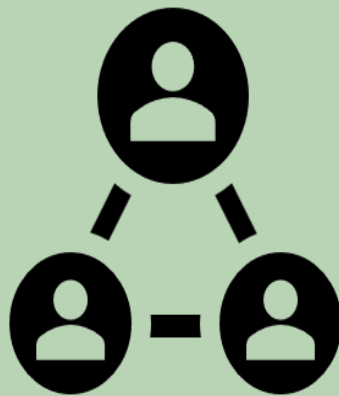


Next Steps

- ❑ **CalWalks + SafeTREC draft Executive Summary**
- ❑ **What's next for Our Vision Project?**



Resources



bit.ly/WestFresno0819

Thank you for your interest in the Community Pedestrian and Bicycle Safety Training Program.

For more information, please visit:

<https://safetrec.berkeley.edu/programs/cpbst> or <https://www.calwalks.org/cpbst>