Once you've identified your community assets, it's time to activate them! Listed below are a series of steps designed to help you clarify the **OBJECTIVES** for your community activation, identify the **LOCATIONS** where potential activations can happen, the potential activation **TACTICS** you will use, and the **ALLIES** and resources you will need to implement your plan.

- **Step 1 - Front Side:** When working through each activation step, break your larger group into smaller teams, and have them each take 2 minutes to create ideas for each category. Then take 5 minutes to share your group ideas and record the top 5 team preferences in the last colored box.

- **Step 2 - Back Side:** Once your top 5 Objectives, Locations, Tactics, and Allies are identified, use the back of the worksheet to outline the action items, resources, and materials needed to implement the Activation Plan.

### OBJECTIVES

**Define Your Goals - What would I like the Activation Plan to do for my community?**

My Potential Objectives (Circle or Write In)

1. Increase Biking and Walking
2. Activate Vacant Spaces (Lots, Storefronts)
3. Grow Local Food
4. Slow Traffic
5. Support Local Business / Increase Sales
6. Engage Youth/Students
7. Tell Community Stories / History
8. Increase Community Social Connections

9. Promote Public Transportation
10. Other:
11. Other:
12. Other:
13. Other:
14. Other:

Your Collective Group Objectives

1.
2.
3.
4.
5.

### LOCATIONS

**Identify Locations - What are some areas in my community that could be activated?**

My Potential Locations (Check or Write In)

- Sidewalks
- Parking Spaces / Lots
- Vacant Lots
- Vacant Storefronts
- Blank Walls
- Utility/Light Poles
- Benches/Trashcans/Other Furnishings
- Fences
- Bus/Transit Stops
- Trees
- Parks/Green Spaces
- School Yards/ Playgrounds
- Civic Buildings
- Statues / Monuments
- Streets
- Other:
- Other:
- Other:

Your Collective Group Locations

1.
2.
3.
4.
5.

### TACTICS

**Brainstorm Your Tactics - What activation techniques would be the best fit for my objectives?**

My Potential Tactics (Check or Write In)

- Signs
- Murals/Art
- Activities/Programs
- Gathering Places (Bus/Transit stops, etc.)
- Storytelling Elements
- Shopping/Retail Experiences
- Goods/Services
- Walking Biking Routes
- Lighting/Lights
- Gardens/Food Production
- Planting Beds
- Pavement
- Other:
- Other:
- Other:

Your Collective Group Tactics

1.
2.
3.
4.
5.

### ALLIES

**Identify Helpers - Who can do it? Who can help me achieve the objective?**

My Potential Allies (Check or Write In)

- Volunteer Groups
- Boy/Girl Scouts
- 4H
- FFA
- Book Club
- Walking/Running/Biking Group
- Rotary Club
- Church Groups
- Town/City Staff
- Youth Groups
- Young Adults
- Seniors
- Sport/Athletic Teams
- College Groups/Students
- Merchants
- Local Artists
- Property Owners
- Local Farmers/Gardeners
- Other:

Your Collective Group Allies

1.
2.
3.
4.
5.
Putting the Plan in Motion - Your Team’s Favorite Idea!

Now that you have identified the possibilities, take your teams FAVORITE IDEA and flush it out using the matrix below. These are your next steps and action items that will help you move your plan into activation!

<table>
<thead>
<tr>
<th>ACTIVATION PLAN NAME:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Your OBJECTIVE:</strong></td>
</tr>
<tr>
<td>What is the GOAL of your activation, and WHAT are you proposing?</td>
</tr>
<tr>
<td>GOAL - What our activation will accomplish:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Your LOCATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The area in your community where the activation will occur.</td>
</tr>
<tr>
<td>TYPE - The type of location we are proposing (from the worksheet front):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Your TACTICS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What activation techniques will you use?</td>
</tr>
<tr>
<td>TYPE - The type of tactic(s) we are proposing (from the worksheet front):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Your ALLIES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who could help support your activation?</td>
</tr>
<tr>
<td>WHO - The people we’d like to help with our activation:</td>
</tr>
</tbody>
</table>