

KITSAP COUNTY, WASHINGTON
FRANCHISE RENEWAL NEEDS ASSESSMENT
FOCUS GROUP & ON-LINE SURVEY WORKPLAN

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
1. Develop & finalize Needs Assessment Workplan	Buske Group County Staff	April 15
2. Meetings with senior County staff and elected officials & other key persons.	Buske Group County Staff BKAT	May 3
3. Develop & finalize the Focus Group/Online Survey Promotion & Outreach Plan.	Buske Group County Staff	by May 30
4. Determine invitees for Renewal Stakeholder/Leadership Meeting and email/mail invitations and track RSVP's.	County Staff BKAT	by July 15
5. Determine dates, constituencies, times, and locations for focus group workshops.	Buske Group County Staff	by July 15
6. Set-up Survey Monkey tracking for Focus Group RSVP's.	Buske Group	by Aug. 1
7. Prepare Save the Date flyer/card about focus groups for distribution at Leadership meeting.	County Staff	by Aug. 8
8. Arrange for video projector and speakers, handouts/kits, and other meeting logistics (e.g., snacks) for the Stakeholder/Leadership meeting. (Separate list of items to be provided by Buske Group.)	County Staff	August 7-17
9. Hold Stakeholder/Leadership Meeting & conduct other on-site meetings. (BKAT Tour/Meetings=Aug. 20) (Stakeholder Mtg.=Aug. 21/ 10:30-12:30).	County Staff Invited Comm. Leaders Buske Group BKAT	Aug. 20-21
10. Distribute Save the Date card/flyer.	County Staff	August 21
11. Compile mailing lists to be used to announce focus groups.	County Staff BKAT	September 1
12. Implementation of Focus Group/Online Survey Outreach Plan	County Staff Buske Group BKAT	Sept. 1-Ongoing

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
13. Prepare focus group workshops invitations, Email blast/flyer, & other promotional items	County Staff Buske Group (provides examples)	by September 1
14. Speak at Community meetings and events.	County Staff	Ongoing
15. Produce video announcements about upcoming focus group workshops and on-line survey	County Staff BKAT	by September 10
16. General Networking about upcoming focus groups & on-line survey.	County Staff BKAT	Aug 21 - Dec. 15
17. Track RSVP's for Focus Group meetings	Buske Group	Aug.21-Oct. 24
18. Make follow-up calls to encourage, remind and persuade people to attend focus group workshops.	County Staff BKAT	Sept.10-Oct. 24
19. Regularly distribute/review list of persons who RSVP to attend focus group workshops.	Buske Group	Sept.1 – Oct. 24
20. Arrange for video projector and speakers, flip charts and easels, and other meeting logistics (e.g., snacks) at each focus group workshop location. (Separate list of items to be provided by Buske Group.)	County Staff	by Oct. 10
21. Prepare on-line survey questionnaire and seek approval.	Buske Group	Oct. 10
22. Deadline to RSVP regarding attendance at focus group workshops.	Focus Group Attendees	Oct. 17
23. Distribute/review list of persons who RSVP'd.	Buske Group County Staff	Oct. 17
24. Make final round of follow-up calls to encourage, remind, and persuade people to attend focus group workshops.	County Staff	Oct. 17 -24
25. Prepare "kits" to be distributed at Focus Groups.	Buske Group (provides inserts) County Staff (duplicates materials & prepares kits)	Oct. 17-24

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
26. Prepare and place information about on-line survey on County Staff websites.	County Staff Buske Group (provides examples)	Oct. 24 - Dec. 15
27. Conduct/Participate in the Focus Group Workshops. (<i>Dates for discussion purposes Final dates to be determined.</i>)	Buske Group County Staff	Oct. 24- 25
28. Prepare and send regular e-blasts about on-line survey to increase public participation in survey.	County Staff Buske Group (provides examples)	Oct. 24- Dec. 15
29. Conduct on-line survey.	Buske Group	Oct. 24 – Dec. 15