GoatWorks!

Public Education Plan

Tool Kit

A Public Education Tool Kit

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Acknowledgements

Disclaimer

The Sustainability Scholar (Katherine Bishop) bears the sole responsibility for the content of this document. It does not reflect the opinions of the City of Edmonton, its staff, or its contractors.

INTRODUCTION

As a result of the media attention the GoatWorks program received in 2017, the City of Edmonton's Parks and Road Services began increasing its focus on community education and engagement for this portfolio. As a result, two summer campaigns effectively engaged with members of the public and raised awareness about invasive species and pest management. In 2019 the GoatWorks project partnered with the University of Alberta Sustainability Scholars Program to assess current education strategies and improve engagement practices with the public. As a result, this tool kit has been developed to assist in similar public education and engagement programs.

This toolkit includes a planning template for public awareness activities and campaigns.
There are also lists and links for resources available in the City of Edmonton.
It uses the GoatWorks! program as a working example of the planning template.

Definition

Public Education Plan: processes of increasing the general public's awareness and understanding of City of Edmonton campaigns, and engagement with specific community events. Programs may wish to foster learning for:
- ❖ The general public about its purpose/mandate, and/or
- ❖ Potential community members about services and resources available, and/or
- ❖ Potential audiences about special events/performances/exhibits, and/or
- ❖ Volunteers about opportunities to be involved in the organization and/or
- ❖ Potential funders, donors, or corporate sponsors about opportunities to contribute to or support different campaigns.

Goal: to create attractive, informational, and motivating exchanges with our target audience(s)

CONSIDER:
How you approach a general audience is different than an individual member of your community.
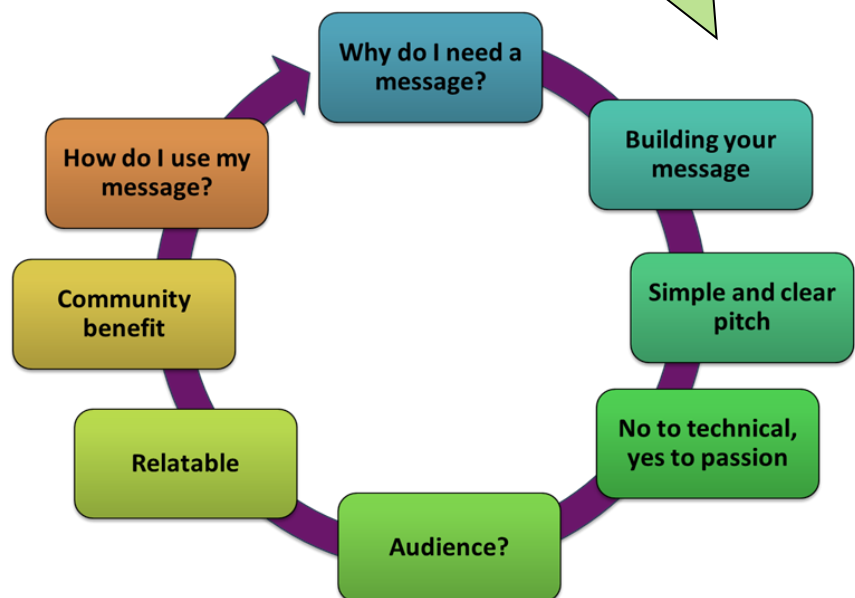
PLANNING TEMPLATE

Departments often have limited resources, so every dollar counts – and so does every hour. As a result, investing time in developing a thoughtful plan for your public awareness campaign just makes sense.

The following steps will help guide you to a successful campaign:

Brainstorm	• Establish overall purpose, objectives, and outcomes
Research	• Collect initial information related to your project
Audience	• Identify your target audience(s)
Messaging	• Decide on your key message(s)
Actions	• Select appropriate actions or activities
Tools	• Select the communication tools
Plan	• Plan how you will launch and facilitate the program
Execute	• Facilitate your program or campaign
Evaluate	• Evaluate and assess the success of your program

But how do you create effective messaging?

NOTE: Think: "so what" or "who cares" about your program. Consider messaging as it relates to positive or negative perceptions of your programming.

- Why do I need a message?
- Building your message
- Simple and clear pitch
- No to technical, yes to passion
- Audience?
- Relatable
- Community benefit
- How do I use my message?
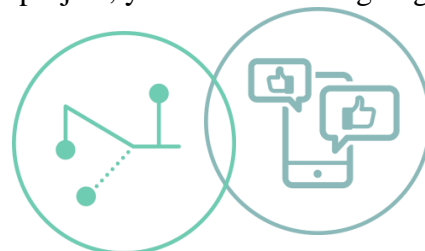
ASSESSMENT STRATEGIES

Establishing assessment strategies can be difficult, but it is important to incorporate public feedback into the continued success of your campaign.

- Start by considering what your end goal is: what are you trying to achieve?
- Work backwards and set measureable objectives and targets. In this way, measurement can help shape the campaign, guide your approach, and increase your chance of success.
- By having the tools and practices in place at the start of your project, you can ensure ongoing assessment and showcase the impact of your program.

Make objectives:
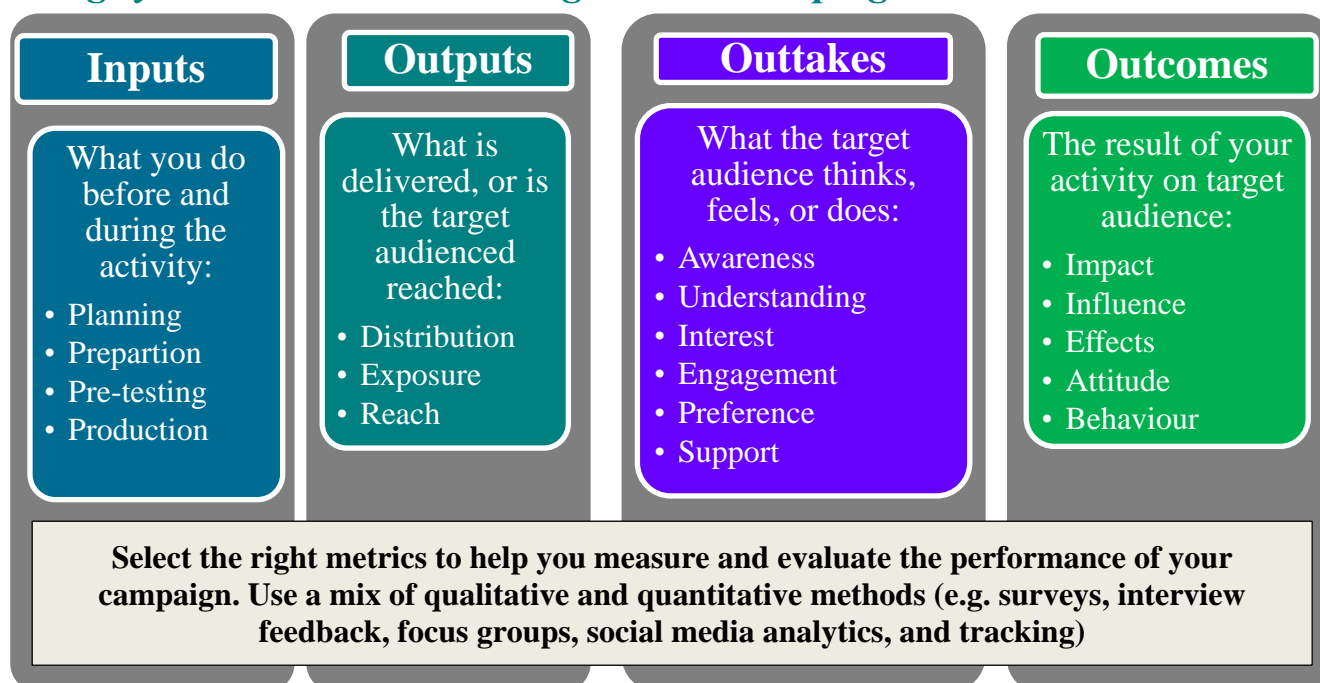### Meaningful, Reasonable, and Quantifiable
Objectives do not mean actions

You can constantly incorporate feedback into your education strategy according to outputs and outcomes. Measuring these features often indicates misconceptions, negative perceptions, or common questions from the public that can be turned into a positive engagement approaches.

- **Outputs**: include impressions and reach. For many public education campaigns outputs are in the form of media coverage (social media likes, interactions, video views) and attendance numbers at public events.
- **Outcomes**: include awareness, comprehension, attitude, and behavior. Outcomes are a result of the outputs and can be measured as level of engagement with outputs and in forms of knowledge retention.

Things you need to assess throughout the campaign…

Inputs	Outputs	Outtakes	Outcomes
What you do before and during the activity:	What is delivered, or is the target audienced reached:	What the target audience thinks, feels, or does:	The result of your activity on target audience:
• Planning • Prepartion • Pre-testing • Production	• Distribution • Exposure • Reach	• Awareness • Understanding • Interest • Engagement • Preference • Support	• Impact • Influence • Effects • Attitude • Behaviour

Select the right metrics to help you measure and evaluate the performance of your campaign. Use a mix of qualitative and quantitative methods (e.g. surveys, interview feedback, focus groups, social media analytics, and tracking)

Assessment strategies will vary based on…

We care about the campaign success from all members of the public. But how we assess engagement or knowledge retention will vary according to community member (e.g. age) and level of participation.
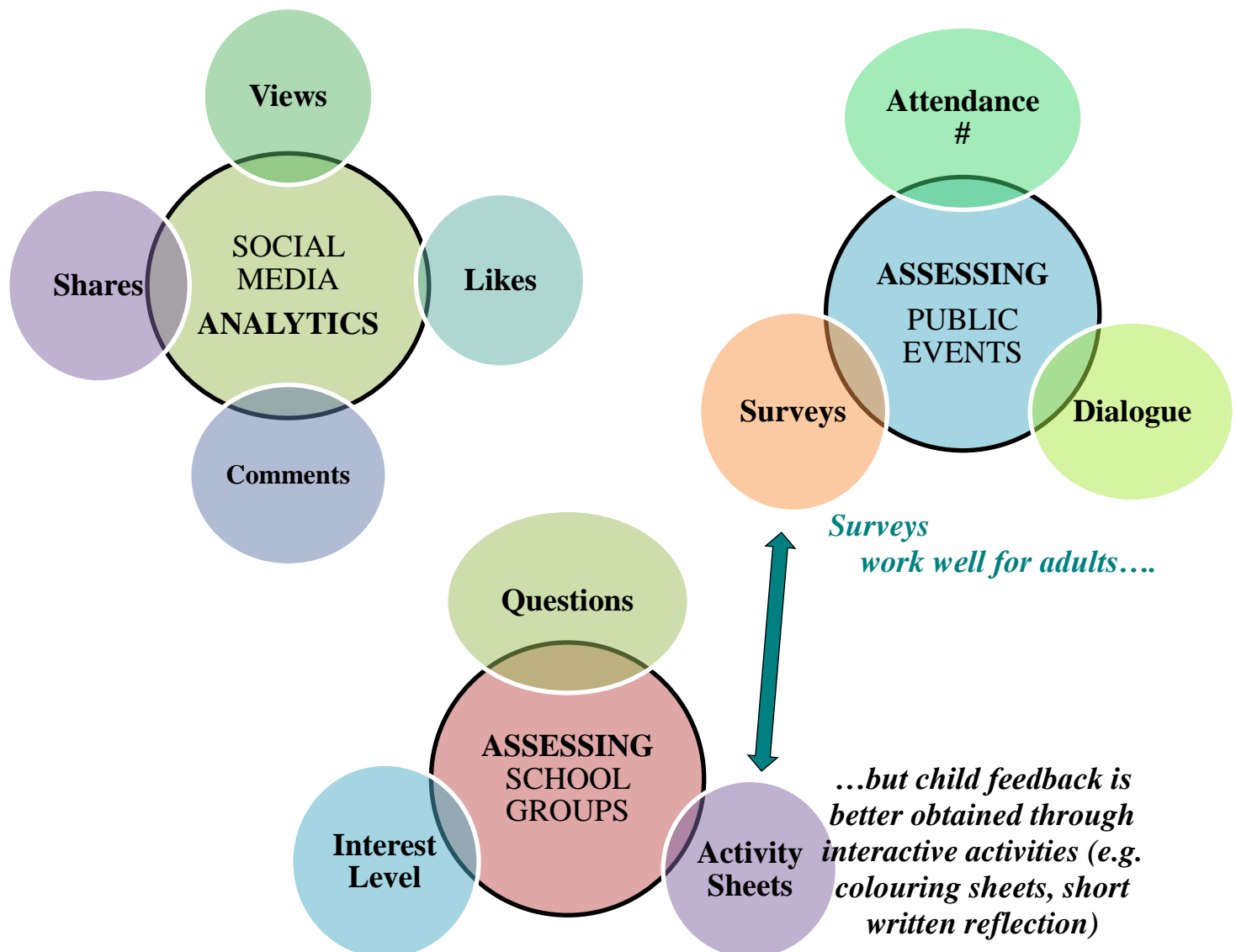
Levels of Engagement

Low Engagement: Member has basic interest in your program
Middle Engagement: Member is interested in learning more about your program
High Engagement: Member was motivated to do more with the program or participate in other programs.

Measuring knowledge retention also indicates whether the current education approaches are sufficient, or if different areas need to be highlighted or taught more effectively.

Views

SOCIAL MEDIA **ANALYTICS**

Shares

Likes

Comments

Attendance #

ASSESSING PUBLIC EVENTS

Surveys

Dialogue

Surveys work well for adults….

Questions

ASSESSING SCHOOL GROUPS

Interest Level

Activity Sheets

…but child feedback is better obtained through interactive activities (e.g. colouring sheets, short written reflection)

WORKING EXAMPLE | GOATWORKS!

Throughout this section, we use the City of Edmonton's GoatWorks Pilot Project as a workable example. We specifically focus on the 2019 Public Education and Engagement Campaign as an example of how each step might be followed.

STEP 1: BRAINSTORM | Establish Overall Purpose, Objectives, and Outcomes

Overall Purpose: Engage City of Edmonton communities with the GoatWorks Pilot Program in an attempt to educate all community members about the impact of various forms of integrated pest management, including goats as target browsers of noxious weeds.

Main Campaign objectives:
1) Inform City of Edmonton community members about goat-based land management strategies
2) Assess public perception of the GoatWorks program
3) Assess current education and engagement strategies for the GoatWorks program
4) Encourage community members to participate in the GoatWorks program (e.g. Meet & Bleat)
5) Encourage student involvement through on-site school visits

Anticipated Outcomes
By the end of the 2019 field season we will have:
- Engaged with the community through various events
- Educated the community through social media, on-site visits, and outreach
- Recorded the public's perception of the GoatWorks program
- Assessed the effectiveness of current education and engagement practices

By the end of the 2019 field season we hope to have:
- Motivated youth about sustainable practices like GoatWorks happening in their community
- Advocated for the continuation or completion of GoatWorks in Edmonton

STEP 2: RESEARCH | Collect Initial Information
When we first began the 2019 Field Season, we had a number of questions.
- What are we promoting?
- What resources (budget, supplies, people) do we have or can we get?
- Who are potential partners, sponsors, or collaborators?
- How can we work with the contractors in our campaign efforts?
- Can we learn from other ongoing informative campaigns?

Example: Because this project took place during 2017 and 2018, we already had access to brochures (APPENDIX) signage, and the results of a 2017 insight survey conducted by the City of Edmonton's Parks and Roads Services.

We used data obtained through the 2017 insight survey and as a result of assessing the 2017 and 2018 campaigns to serve as our starting point for planning the 2019 campaign. If you are starting a campaign from scratch, consider conducting insight surveys in your communities, talking with community members informally, or researching what has already been done in your area. This can help define your scope, audience, or needs.

STEP 2A: AUDIENCE | Identify the Audience

Possible audiences:
- ❖ Anyone who lives in Edmonton
- ❖ Newcomers to the community
- ❖ Members who live near/around Rundle Park
- ❖ Nearby elementary and secondary schools
- ❖ Post-secondary institutions in Edmonton who have an environmental focus

In 2017 Parks and Roads Services conducted an insight survey and knowledge testing showed that the majority of residents who strongly believe in an herbicide ban or no restrictions to herbicide use are basing their opinions on incorrect perceptions of the current policy. They advocate that future marketing and communications about integrated pest management should primarily focus on people who are still undecided.

GoatWorks School programs are open to any classrooms interested in engaging their students with our program. However, the committee has decided that it's particularly important to reach classrooms:
- ❖ Nearby Rundle Park, who may see the goats grazing during non-programmed visits
- ❖ Who have not yet participated in 2017 or 2018 school visits

GoatWorks Meet & Bleat program is open to any members of the public. However, the committee has decided that it's particularly important to reach people who:
- ❖ Live in the community area around Rundle Park
- ❖ Who live near other naturalized parks where this initiative may be used in the future
- ❖ Have an interest in community naturalization
- ❖ Have concerns about ongoing sustainable city projects
- ❖ Who are undecided on the effects of integrated pest management

We think these people may benefit most from engaging with our programs and having the opportunity to openly discuss aspects of the project.

STEP 2B: MESSAGING | Decide on your key message(s)

We wanted to balance fun and upbeat messages with an informative approach related to GoatWorks and the greater integrated pest management program. Because our projects relates to sustainability, we also want people to feel inspired to participate in similar activities throughout the year.

Key Message: The GoatWorks Pilot Project is an innovative program using goats to manage noxious weed infestations in natural areas and parks.

Note: that different platforms and audiences required different messaging styles

Platform	Audience	Messaging
Social Media	Wider community	They're baaaaaaaaa'k Here we Goat again…
Website	Wider community	Why are there goats in Rundle Park? How Targeted Browsing Works
Brochures	Event participants	Why goats? Chew on this…
IPM Newsletter	Pest management community	Got Weeds? Get Goats! Target browsing from trained goats is an effective tool for land management
Elementary School Visits	Children/youth	Why are goats in our community? Working goats eat purple thistle and yellow leafy spurge
Pots-Secondary School Visits	Young adults	We are piloting an environmentally conscious method of weed control in Rundle Park: Goats!
Outreach (Emerald Awards)	Environmental community	The benefits of this pilot, if successful, will have a positive impact on the environment as well as demonstrate land stewardship
On-Site Visits	General public	The goats working in Rundle Park have been trained to eat key weed species and are an ecological alternative to herbicides or other control methods
Meet & Bleat	General public	Good or baaah'd? Are Goats an acceptable alternative to herbicides or other control methods?
Leadership tours	City of Edmonton Leadership	The benefits of this pilot have had a positive impact on the parkland, in the community, and as an educational tool for various institutions in Edmonton
Program Tours	Special groups	How are goats benefiting our community?

Although we could focus our messaging on the "cute goats!"…
We found that the public were more engaged with messaging related to the program's impact and long-term effectiveness.

STEP 2C: ACTIONS | Select the actions and activities to obtain your objectives.

Overall Purpose: Public Education and Engagement	
Campaign Objectives	**Actions/Activities & Communication Tools**
Inform Members	social media, media events, on-site visits,
Assess Public Perception	analytics, intercept surveys, on- and post-site feedback
Assess Education Plan	research, surveys, on- and post-site feedback
Meet & Bleat Participation	posters, media exposure, social media, online notices
School Visits	invite schools, adapt curriculum, integrate assessment plan

STEP 2D: TOOLS | Select appropriate communication tools
We integrated this step with the key messaging and actions stages. We wanted to focus on reaching many community members and used different means to achieve engagement across communication. The tools that we use varied according to the level of engagement.

Low Engagement: communicate basic information about program
- Social media
- Media exposure
- Word of mouth (on-site visits)

Brynn Merkosky Janine Jaeger goats
Like · Reply · 8w

Melissa Aloisio-Schnack Yay!!
Like · Reply · 9w

Medium Engagement: motivate your community to learn more about your program
- Social media & media exposure
- Website, Brochures, and Integrated Pest Management Newsletter
- School Visits
- Meet & Bleat
- Public tours

Sarah Hauck My daughter and I just loved this event as well as meeting Root for Trees volunteers. I can't wait for your next event and my daughter will be thrilled again.
Like · Reply · 5d

High Engagement: motivate your community to participate in your programming, or to become part of your campaign.
- School Visits
- Meet & Bleat

What level of engagement do you want the community to have with your campaign?

STEP 3: PLAN | Plan how you will launch and facilitate your program

It helped our team to have an ongoing task list that everyone could see, modify in real time, and manage assignments. We did this using google docs and google calendar.

Event or Task	Action	Date
Social Media	May: Re: The goats are back	May 15
	June: Re: Goat dates, program facts	May 27
	July: Re: Meet & Bleat, program facts	June 27
	August: Re: Program facts	Mid-July
	Re: Goat dates, program facts	Aug 15
Media Events	Round 3: Goats are back	June 12
	Communities in Bloom Judges on site	July 26
	Meet & Bleat	July 27
Integrated Pest Management Newsletter	May: Did you see my… goat?	April 27
	June: Who you gonna call… goat browsers!	May 27
	July: Before and After shots	June 27
	August: Here we goat again	July 27
Elementary School Visits	Contact Schools (APPENDIX)	May
	Research and adapt lesson plan according to Alberta curriculum	May
	Schedule Visits	June
	Facilitate Events	June 12-17
	Conduct post-visit assessment	June
AB Emerald Awards	Attend event: outreach, network, and engage	June 4
Post-Secondary School Visits (ALES)	Contact Schools	May
	Schedule Visit	June-July
	Program integrative multi-team approach	July
	Facilitate Event	July 26
	Conduct post-visit assessment	August
On-Site Visits	Answer questions, hand out brochures, and record public feedback or misconceptions	June 12-17
		July 24-31
		Sept.11-17
Meet & Bleat	Plan event (APPENDIX)	July
	Facilitate event	July 27
	Assess event (intercept surveys)	July 27
Public Events	Plan events (e.g. Alpha Kidz, SURF)	July
	Facilitate event	July
	Conduct post-visit assessment	July

Consider: Adding a column of who has been assigned each task. Also consider communications with your leadership team(s), contractor(s), and any partnered groups.

STEP 4: EXECUTE | Facilitate your program or campaign

Throughout the summer we had regular check-ins with our team, support staff, and our assessment strategies. What we originally set out to do quickly evolved into a very busy scheduled campaign. We included the integration of various OPDP programs for the ALES visit and the Meet & Bleat. We welcomed additional on-site programming (tours) for various groups and continue to plan for events into September.
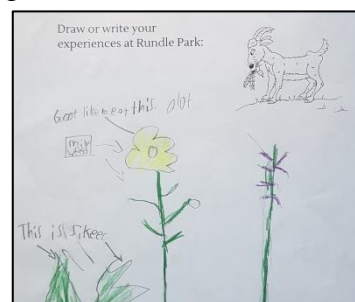

Tip: Be adaptable and open to changes depending on weather, availability, and personnel.

…And don't forget to **THANK** your various teams along the way!

STEP 5: EVALUATE | Evaluate and assess the success of your program

Considering our original objectives, we wanted to assess:

- Public perception about the program
- Education and engagement strategies for various community members
    - Did educators find it effective for their class?
    - Did students engage with and retain knowledge?
    - Did members of the public engage with and retain knowledge?

Event or Task	Evaluation Strategy
Social Media	Analyze: views, likes, shares, and comment content
Email/311	Analyze: dialogue, questions, and concerns
Elementary School Visits	Students: activity sheets and dialogue/questions (APPENDIX)
	Instructors: post-visit survey & dialogue
Secondary School Visits	Students/Instructors: post-visit survey & dialogue
Meet & Bleat	Intercept survey, dialogue, questions, and concerns
On-Site Visits	Dialogue, questions, concerns

Each survey or activity form was catered to the age, event, and intended responses.

STEP 6: SHARE RESULTS

Our campaign is part of the City of Edmonton and involves heavy public involvement. As part of our program facilitation, evaluation, and assessment, it is important to share the findings with staff, management, and the public. This took the form of:

- Public presentations
- Scholar Report
- Social media updates
- Integration of data into Integrative Pest Management Policy
- Pilot Study Summary Report

STEP 7: CELEBRATE & ACKNOWLEDGE

Openly celebrate in your hard work and successes with your teams. This will include acknowledgements and thanks for hard-working volunteers and other staff. As part of the City of Edmonton, this included formal thank you cards related to our ongoing cultural commitment.

Team photos help during celebration, sharing of results, and acknowledging crucial staff involvement!

LOCAL RESOURCES

Tools or resources that can be used.

Communication Tools in Edmonton	
Tools	**Description**
Edmonton Volunteers	Volunteer opportunities organized through the City of Edmonton services or programs: https://www.edmonton.ca/programs_services/volunteer-opportunities.aspx
Website	Host websites for not-for-profit organizations
The City of Edmonton Community Services Activity Guide	Produced by the community itself, either as an online forum, or as a program guide: https://www.edmonton.ca/activities_parks_recreation/program-guides.aspx
City of Edmonton Recreation Facilities	Bulletin boards at recreation facilities feature information about community events
The City of Edmonton Website	For City-sponsored events https://www.edmonton.ca/activities_parks_recreation/parks_rivervalley/goat-pilot-project.aspx)
CKUA Alberta Arts & Culture Events Listing	A web-based arts and culture events listing (https://ckua.com/events/)
Coffee News	Weekly publication that appears in local coffee shops and other business in Edmonton
Community Association websites & newsletters	Association-specific; this may also include University or College list servs
City of Edmonton Community Events Calendar	A web-based calendar of events in Edmonton: https://www.edmonton.ca/attractions_events/schedule_festivals_events/events-calendar.aspx
EventBrite	Event management and ticketing website. The service allows users to browse, create, and promote local events: https://www.eventbrite.ca/d/canada--edmonton/events/
To Do Canada	Event management site that has an Edmonton-specific section: https://www.todocanada.ca/things-to-do-in-edmonton-this-weekend/
ExploreEdmonton	In partnership with Travel Alberta, this event management site allows users to browse, create, and promote Edmonton-specific events
Edmonton Journal	The newspaper includes an events listing calendar where users can create and brows Edmonton-specific events: https://www.eventsedmonton.ca/
Family Fun Edmonton	A website promoting family-friendly events and opportunities in the Edmonton area. https://www.familyfuncanada.com/edmonton/calendar/
Various News Agencies	The Edmonton Journal, CBC News Edmonton, CTV News Edmonton, and the Edmonton Sun, who may all support local initiatives in the form of news stories or opinion pieces (op-eds).

You can also find art/artist and photographs/photographers using local archives, yellow pages, or online gallery guides. These avenues may provide resources or images that you may be able to use in your promotional materials.

SOURCES FOR KEY MESSAGES

ARTS GROUPS:

The following materials found on the web may assist in creating specific marketing messages:

- ❖ **The Benefits Catalogue**
  Built around 8 key messages about the benefits of recreation and sports.
  www.benefitshub.ca

- ❖ **Valuing Culture**
  Measuring and Understanding Canada's Creative Economy (Conference board of Canada in collaboration with Canadian Heritage, 2008)
  www.conferenceboard.ca/documents

- ❖ **Social Effects of Culture**
  Exploratory Statistical Evidence
  www.canadacouncil.ca/publications_e/research

COMMUNITY & NEIGHBOURHOOD ASSOCIATIONS:

General:
The following websites or documents found on the web offer information that may assist in creating specific marketing messages:
- The Marketing Playbook: Strategic Messaging Map
- Cutting Edge PR and their how-to blog

The Benefits Catalogue
Built around 8 key messages about the benefits of recreation and sports.
www.benefitshub.ca

Specific:
Community Associations may want to focus their campaigns on one or more of the following benefits:

Community Associations offer people the opportunity to experience:

- ❖ Exercise, fitness, and sport activities
- ❖ Relaxation and stress reduction activities
- ❖ Open space and access to nature
- ❖ Time with children/family
- ❖ Pleasure and enjoyment and play
- ❖ Connections with neighbours – a sense of belonging
- ❖ Getting to know new people
- ❖ Programs for all ages
- ❖ Increased safety that comes from neighbours knowing one another
- ❖ Special events
- ❖ Having a voice related to city planning issues that affect the area
- ❖ Information through newsletter or other sources
- ❖ Member discounts and deals
- ❖ Facility rentals
- ❖ Contributing to improving the quality of life in the neighbourhood
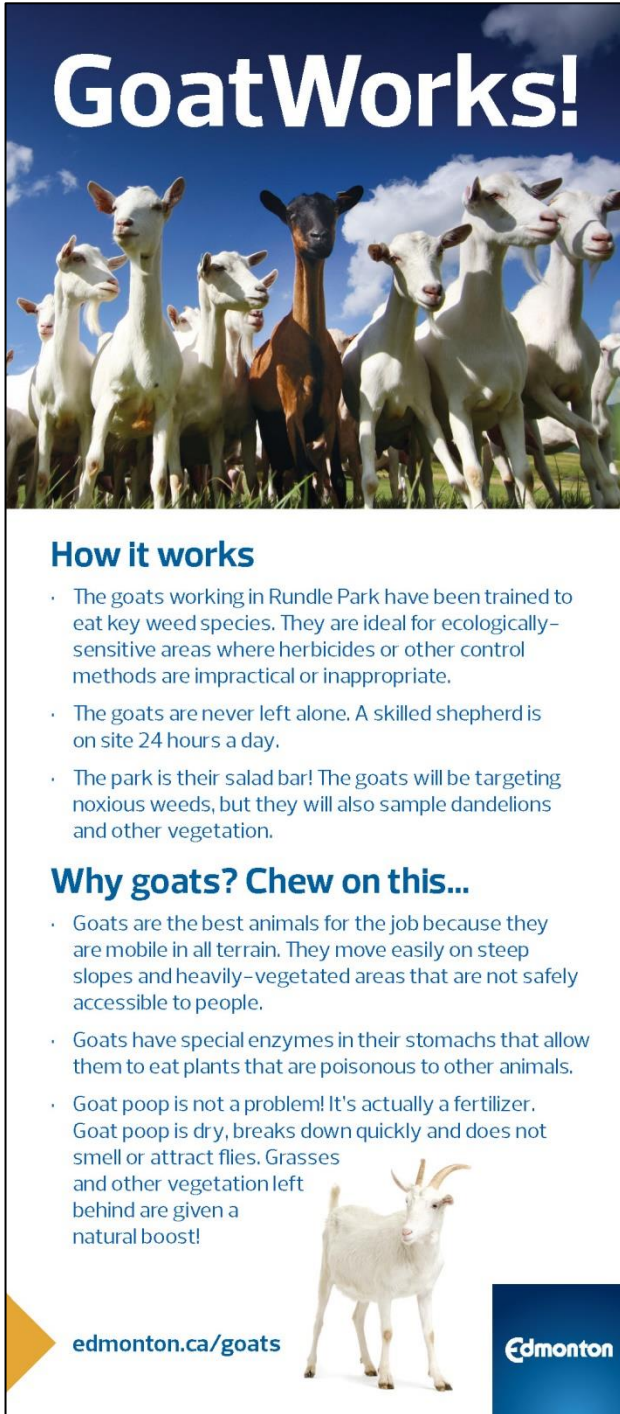
SUSTAINABILITY PROGRAMS
Roots and Shoots is an organization that advocates for youth to get involved in their communities and create programs based on what their communities need. They have an extensive how-to guide for youth involvement and education at the community level.
Check out: www.rootsandshoots.org

TOOLS: FORM EXAMPLES

GoatWorks Brochures

From Edmotnon.ca/goats

GoatWorks!

How it works

- The goats working in Rundle Park have been trained to eat key weed species. They are ideal for ecologically-sensitive areas where herbicides or other control methods are impractical or inappropriate.

- The goats are never left alone. A skilled shepherd is on site 24 hours a day.

- The park is their salad bar! The goats will be targeting noxious weeds, but they will also sample dandelions and other vegetation.
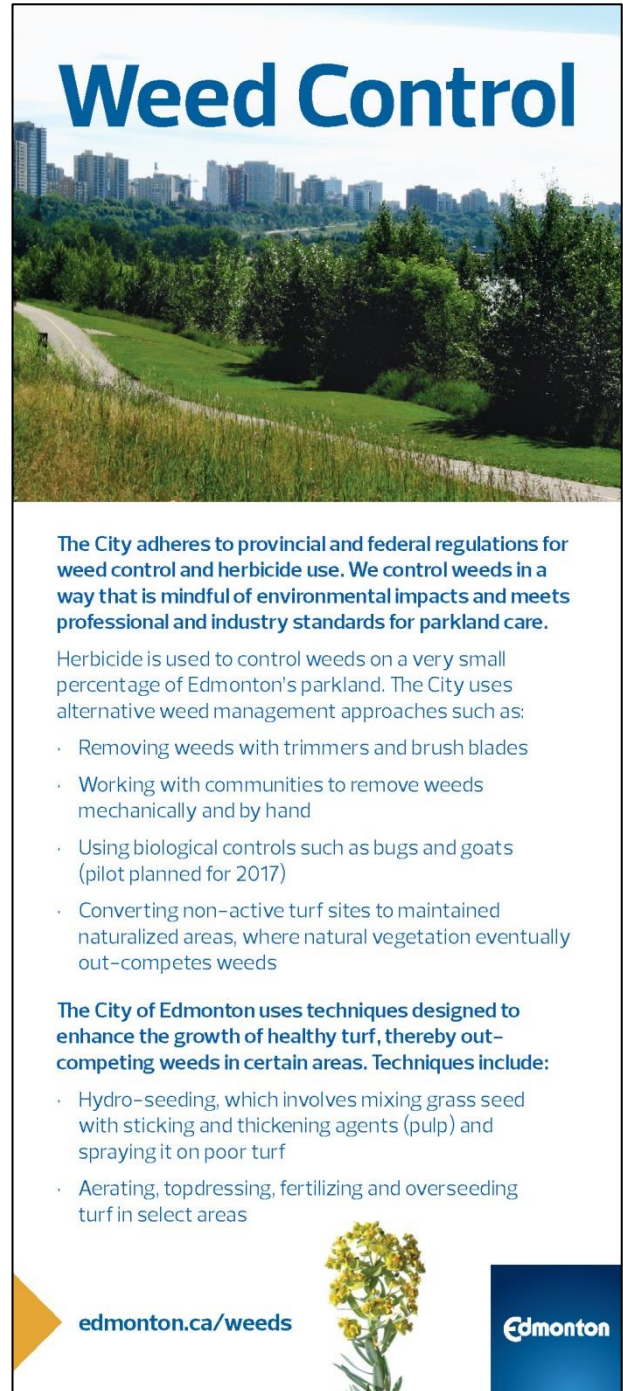
Why goats? Chew on this...

- Goats are the best animals for the job because they are mobile in all terrain. They move easily on steep slopes and heavily-vegetated areas that are not safely accessible to people.

- Goats have special enzymes in their stomachs that allow them to eat plants that are poisonous to other animals.

- Goat poop is not a problem! It's actually a fertilizer. Goat poop is dry, breaks down quickly and does not smell or attract flies. Grasses and other vegetation left behind are given a natural boost!

edmonton.ca/goats

Edmonton

Weed Control

The City adheres to provincial and federal regulations for weed control and herbicide use. We control weeds in a way that is mindful of environmental impacts and meets professional and industry standards for parkland care.

Herbicide is used to control weeds on a very small percentage of Edmonton's parkland. The City uses alternative weed management approaches such as:

- Removing weeds with trimmers and brush blades

- Working with communities to remove weeds mechanically and by hand

- Using biological controls such as bugs and goats (pilot planned for 2017)

- Converting non-active turf sites to maintained naturalized areas, where natural vegetation eventually out-competes weeds

The City of Edmonton uses techniques designed to enhance the growth of healthy turf, thereby out-competing weeds in certain areas. Techniques include:

- Hydro-seeding, which involves mixing grass seed with sticking and thickening agents (pulp) and spraying it on poor turf

- Aerating, topdressing, fertilizing and overseeding turf in select areas

edmonton.ca/weeds

Edmonton

Public Education and Engagement Group Visit Request Form (page 1 of 2)

GoatWorks!

Public Education and Engagement
Request Form for Group Visits

We are the City of Edmonton's GoatWorks Pilot Program, which contracts a shepherd team (Baah'd Plant Management and Reclamation) and their goats to manage noxious weed species in Rundle Park. These goats have been trained to eat key weed species and provide a sustainable alternative to other pest management. They are ideal for ecologically-sensitive areas where herbicides or other control methods are impractical or inappropriate. We believe that this program also provides a unique learning opportunity for participants to engage in real-world applications of ecosystem science (forestry, waterways, and animal life cycles), social and environmental issues, as well as human and animal activities within their community.

We invite you to participate in this interactive learning experience. By taking part in our field activity participants will engage with age-appropriate content and have the opportunity to learn something new. We foster environments that inspire participants to engage with the natural world in their own communities.

If this is something your constituents wish to participate in:

- Please fill in all items listed below.
- Email completed files to goats@edmonton.ca
- Questions or concerns should be directed to the same email.
- For additional information, please go to www.Edmonton.ca/goats

Group Name:	
The age range of participants:	
Total Number Visiting:	
Primary Contact:	
How do you plan to arrive on site?	
Is your visit weather-dependent?	
Do you have accessibility needs?	

GoatWorks!

Public Education and Engagement
Request Form for Group Visits

We have availability for participants to visit our goats on July 25-29. If you book the "morning" time slot, we will accommodate the times that work best for you. Please keep in mind the goats will be working, and we wish to keep disruptions to a minimum.

Scheduling is made on a first come, first serve basis.

Please rank your preferred dates for visit (1-5)

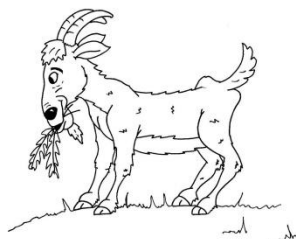| DATE	MORNING	AFTERNOON
Thursday, July 25		
Friday, July 26		
Saturday, July 27	"Meet & Bleat" Public Event (all are welcome)	
Sunday, July 28		
Monday, July 29		
Tuesday, July 30		

Things to consider:

- We are an outdoor park, and participants will be outside for the duration of the visit
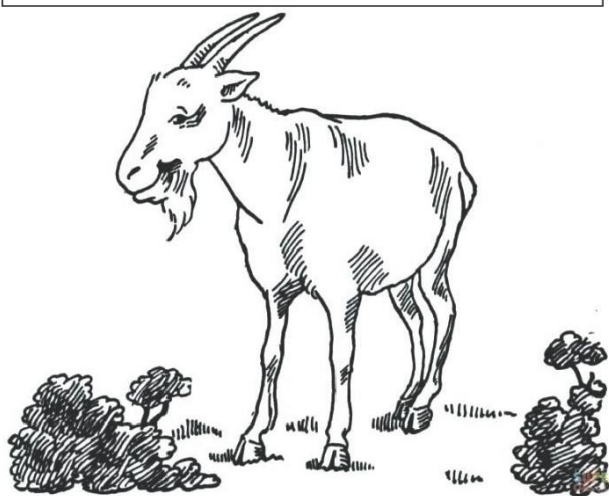- The goats are working

Any additional notes?
_____
_____

_____
_____

_____
_____

Student (child) Activity Sheet Examples

Draw or write your
experiences at Rundle Park:

I liked visiting the Goats at Rundle Park
because...

Meet and Bleat Event Poster

RUNDLE PARK

MEET AND BLEAT

JULY 27TH, 2019 | 10:00 AM - 2:00 PM
2909 113 AVE NW RUNDLE PARK
EDMONTON.CA/GOATS

Edmonton

GoatWorks Meet and Bleat 2019
Event Plan

Event Description & Summary:
An opportunity to meet the browsers at a free, family event. Festivities will include educational exhibitors and browsing goats. Goats in the Park is an event to celebrate the City's parkland management practices. This event will connect community members with an opportunity to meet the goats and engage with City parkland.

Target Audience: Families and all ages.
Date: July 27th, 2019
Location: Rundle Park
Time: 10:00 a.m. to 2:00 p.m.
Admission Price: Free

Event Outcomes & Goals:
- Engage community City's parkland management practices.
- Increase awareness of the City's parkland management practices.
- 500 participants on the day of the event.
- 200 citizens in attendance.
- Kid friendly event
- Develop and distribute educational information on the City's parkland management practices.
- Positive media/social media received from the event.

Activity/Station Descriptions:
Activity # 1: Goat viewing
Program: This opportunity will allow for public participants to be guided down to a viewing point to engage shepherd and goats through a fenced area
Supplies: Hand sanitizer, Handbills, Signage, DOL and Farm visits

Activity # 2: Craft Station
Program: Reuse centre program Coordinator to host and assist participants with a goat themed craft. Draw prize with colouring sheets.
Supplies: Tables and chairs, Signage, String, clothespins

Activity # 3: Exhibitor Tent
Includes: Root for Trees, Integrated Pest Management, GoatWorks Education Table, Reuse Centre
Supplies: Root for Trees: (2) 10x10 event tents + weights, truck with first aid kit + AED, some extra high-vis vests for volunteers, plant giveaways, Speaker system. Integrated Pest Management: pull up banners, postcards, engagement wheel, gloves for giveaway, sign up sheet for newsletter. GoatWorks: postcards

Activity # 4:
Subway catered lunch
Supplies: Signage, Garbage cans, Garbage bags

POINT OF CONTACT: Joy Lakhan, GoatWorks Coordinator

Event Map:
https://www.google.com/maps/d/u/0/edit?hl=en&mid=1pR0A8gesPhrjP-v0aAQDPIJKLWs&ll=53.5640085457261%2C-113.37998723345186&z=17

Pre-Event Plan:

Task	Person(s) Responsible	Status
Begin project and event plan.	Joy	Complete
Book Rundle Park through Civic Events.	Joy	Complete
Site visit to determine layout of event.	Joy	Complete
Create overall site map.	Joy	Complete
Order portable washrooms and hand wash stations.	Joy	Complete
Order tables, tents, chairs.	Joy	Complete
Send sign-up sheet to request event assistance from OPDP and IVMT teams.	Joy	Complete
Create signage for overall event and activity stations.	Joy	Complete
Send final confirmation package to all exhibitors and volunteers.	Joy	Complete
Create staff and volunteer sign-in sheet.	Joy	Complete
Utility check the site	Joy	Complete
Request garbage/recycling cans and picnic tables from Operations	Joy	Complete
First aid kit + AED on site/IIDC forms	Joy	Complete
Obtain onsite vehicle permit	Joy	Complete
Activity #1: Signage displayed on site	Joy	Complete
Contact and confirm volunteers	Joy	Complete
Activity #2: Select craft, purchase supplies, Print out colouring sheets	Joy	Complete
Activity #3: Contact partner groups & invite them to have a display table.	Joy	Complete
Contact RFT team and invite them to have a display table.	Joy	Complete
Create signage for each display table.	Joy	Complete
Activity #4: Place order with SubWay	Joy	Complete
Create social media posts (texts and photos) for Facebook and Twitter.	GW	Complete
Create media advisory PSA.	Jill	Complete
Update Goat website with event details.	GW	Complete
List event on online calendars.	GW	Complete

Emergency Preparedness Plan:
The Goat Works Meet and Greet is taking place at Rundle Park. To ensure that everyone is prepared for the unexpected, please review this plan and keep a copy at all times. Ensure that all participants, staff, and volunteers are accounted for.

In the event of an emergency:
Call the Event Coordinators (Joy Lakhan) for all emergencies

On-site muster point: Parking lot
Emergency notification by whistle: If you hear a loud whistle, stop what you are doing and stay still. Take inventory of your group and wait for further instructions. Maintain radio silence until further instruction from the Event Coordinator.

Medical emergency response:
1. Call the Event Coordinator.
2. Event Coordinator will notify on-site First Aid personnel.
3. If the emergency is severe, call 911 immediately and tell them you are located in Rundle Park (2909 113 Ave NW) near Parking lot north of Rundle Park Tennis Courts. Stay at the site of the incident until assistance arrives. Send someone to the parking lot to meet the ambulance.
4. Administer First Aid if you are trained to do so.
5. Do not attempt to move seriously injured persons.

Missing participant:
1. Radio the Event Coordinator.
2. Event Coordinator will notify on-site First Aid personnel and Police.
3. Provide the following information:
Last place and time that the participant was seen.
Name, age, and what the participant was wearing.
Other information that could be helpful.
4. With one other person, retrace your route to attempt to find the missing participant.
5. If the participant is found, radio the Event Coordinator to notify them.

Weather protocol:
If a Weather Watch is issued for the Capital Region:
1. Event Coordinator will perform consistent weather monitoring throughout the event via Environment Canada, The Weather Network, and the City of Edmonton.
2. Weather updates will be reviewed and recorded every 30 minutes.

If a Weather Warning is issued for the Capital Region:
1. Weather updates will be reviewed and recorded every 5 minutes.
2. Make an announcement to all participants.

If event is to be shut down due to severe weather:
1. Event will shutdown and evacuation procedures will begin in the event of the following:
Wind gusts in excess of 45 km/hr.
Severe Weather Warning (thunderstorm, tornado, snowstorm) issued for the City of Edmonton.
As determined by on-site River Valley Ranger.

Procedure to shut down event due to severe weather:
1. Evacuate participants to a safe structure or to vehicles.
2. Remove/secure any tents on site.
3. Professionally installed tents should have all side walls removed.
4. Evacuate people from the areas around tents and large trees.
5. Power down all electronic equipment and generators.
6. Tear down site once severe weather has passed.

Explosion response:
1. Radio the Event Coordinator.
2. Event Coordinator will call First Aid designate and 911, if needed.
3. Take shelter against a large, sturdy object.
4. Exit buildings immediately.
5. Check for fire and other hazards.
6. Take any emergency supplies, if time allows.

Mass casualty incidents:
Event will be postponed if:
An incident occurs with less than 4 patients.
The incident is contained to a small, manageable area.

Event will be shutdown if:
An incident occurs with more than 4 patients.
The event site is deemed unsafe.
Event site must be maintained in the event of an investigation.
The event must be postponed for an excessive amount of time.

The following groups will determine event shutdown:
Event Coordinator
Police
Fire Services
Event Committee