



# Foothill Transit

Going Good Places



# Planning a Special Event

**“First you write down your goal; your second job is to break down your goal into a series of steps, beginning with steps which are absurdly easy.”**

**- Dr. Fitzhugh Dodson**

Psychologist/Writer



# Planning a Special Event



# Goals of the Event

Start with  
the basics:  
ask a lot  
of  
questions!

- What's the goal of the event?
- What message do you we want to convey?



# Target Audience

Who are you trying to reach?

- Stakeholders,
- Staff members (morale builder)
- Media (critics)
- Community



# A Helpful Hint ...

“Effective leaders surround themselves with the right people and build on each person’s strengths.”

- *Strengths Based Leadership* by Tom Rath and Barry Conchie

## **Be an effective leader**

- Understand your strengths
- Create a winning team



# Strategize - Get it Movin'

Delegate/ask  
for help!

***Meet with  
your  
volunteers***

- Go over their responsibilities specifically

***Have enough  
volunteers to free  
you up***

- Assign one person to be in charge of each area



# The Main Event

# Let the Event Happen





# Outcome

## After the Event

Debrief, what went right, wrong? Goals reached?

- Send out thank you emails to volunteers and cc their supervisor
- Call out specific qualities you noticed
- Give them a gift card thank you
- Present plaques or awards



# Outcome

**More bang  
for your  
buck**

**Keep the  
excitement of  
the event going**

Highlight event in  
All Hands meeting

Create an iMovie  
slide show featuring  
behind-the-scenes  
pictures of staff  
helping

Put pictures in  
staff/stakeholder  
newsletters



# Foothill Transit Events

## Agency Events

Celebrating Federally funded projects

- Ecoliner Launch

Celebrating local success like

- Glowing Good Places

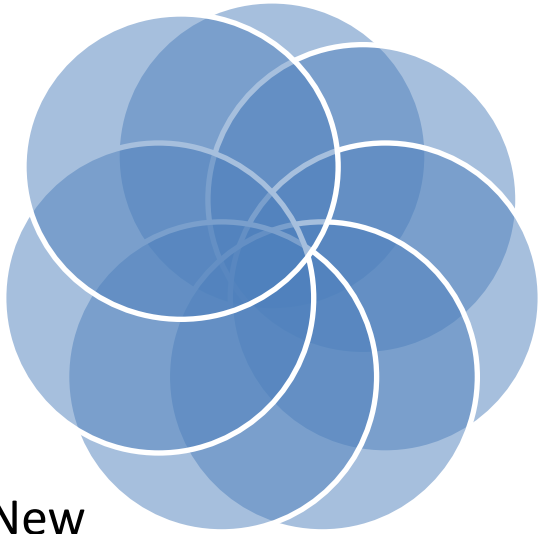
Launching New Service

- Silverstreak (articulated bus)

Valentines Day (We love our customers)

Dump the Pump

Industry Park and Ride



# Glowing Good Places

## Our Goals?

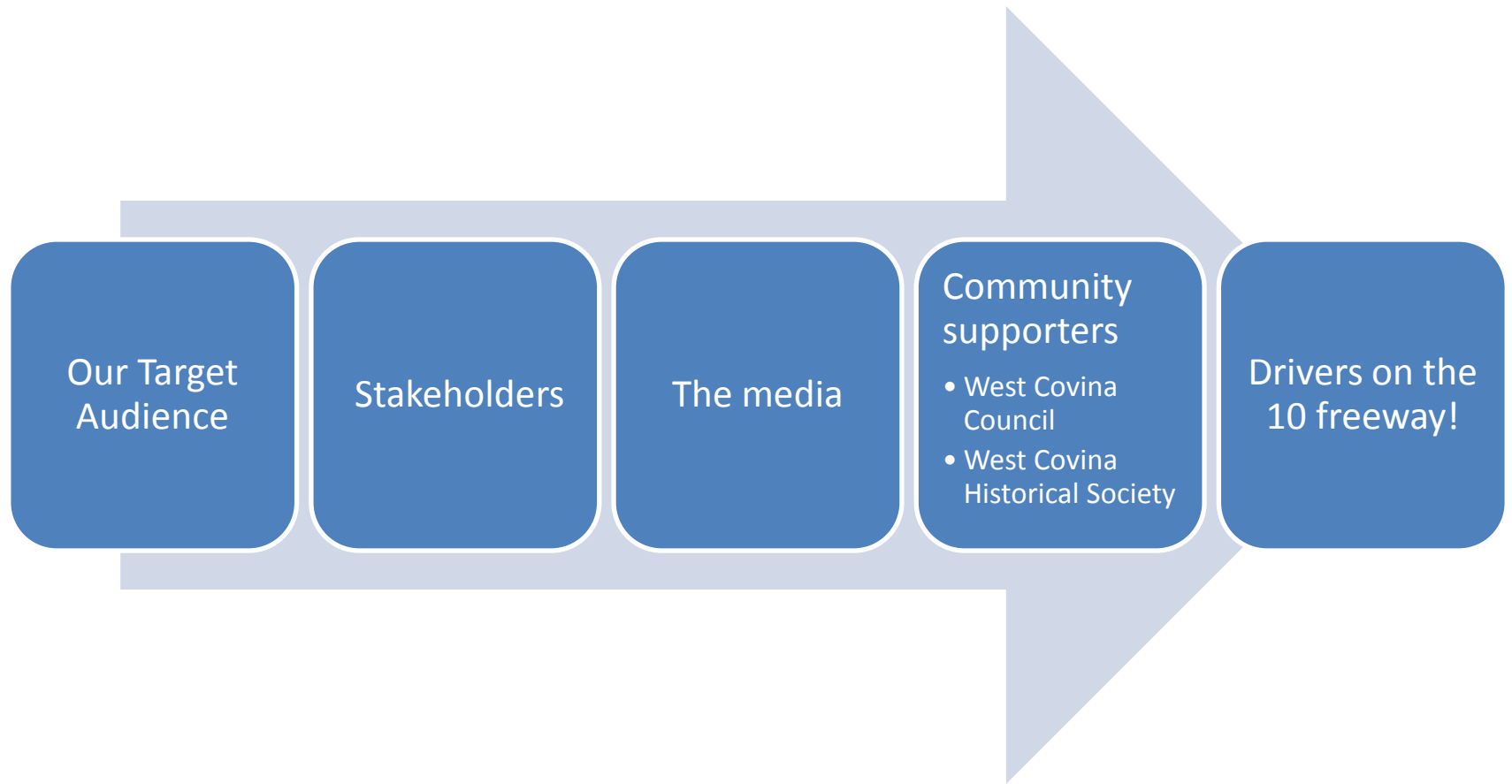
Get ahead of  
media

To show  
community  
support and  
backing

- West Covina Council
- West Covina Historical Society



# Glowing Good Places



# Glowing Good Places

## Our Strategy and Tactics

- Lighting ceremony at dusk to show off the lights
- Fun family atmosphere
- Casual (In-N-Out and Carmela's Ice Cream Truck)
  - Glow sticks and light up bands for fun



# Glowing Good Places

Outcome?

A Glowing Success!



# Planning a Special Event

“Always plan ahead. It wasn't raining when Noah built the ark.”

- Richard C. Cushing  
American Roman  
Catholic Cardinal





# Questions?

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