



Maryland-National Capital Park and Planning Commission | Montgomery Parks
Public Affairs & Community Partnerships Division
Publications, Outreach & Media, Opening Events & Marketing/Web Section
(POEMS)

Publication, Outreach & Media, Opening Events & Marketing/Website Project Plan

Themed 5k Series

Submitted to:

- Kirsten Hein | Parks Activation Manager
- Susan Stafford | Communications Director
- Loree Blue | Public Affairs and Marketing Manager
- Kristi Williams | Division Chief, Public Affairs and Community Partnerships

Project Team:

- Abigail Landis | Recreation Specialist I
 - John Tuchowski | Program Coordinator
 - Melissa Chotiner | Media Relations & Outreach Manager
 - Loree Blue | Public Affairs and Marketing Manager
-

INITIAL PROJECT DETAILS

Administrative Information	
Name	Abigail Landis
Phone Number	240-772-2839
Division Requesting Project	Park Activation
Project Name	DIY 5k
Project Start Date	August 2020
Estimated Completion Date	October-November 2020
Estimated Budget	Please attach
Accounting Codes	
Existing Webpage for Project?	www.montgomeryparks.org/pop-up
Existing Materials for Project?	
Primary Sign-Off Authority	



PROJECT BACKGROUND

Overview: The 5k will be a walk/run that takes place over a 4 hour time period. It will begin at 8am and last until 12pm. Guests may arrive at any time during that window to run/walk. Registration is mandatory and will be done via Eventbrite. Guests interested in timing themselves will do so on their own and report their time to the check-in desk at the end of the race. The top 5 finishers who record their score will be highlighted on social media. Activation will use either bandanas, sunglasses, or face masks as a giveaway at the start of the race.

EVENT INFORMATION

- Registration will be mandatory on Eventbrite
- Can register individually or as a family – must include number of family members and their ages if registering as a family
- Event will be free.
- Race will begin at 8am and the last guests will be taken at 11am.
- Guests will be asked to register for a specific start interval. The intervals are: 8-8:20am, 8:30-8:50, 9:00-9:20, 9:30-9:50, 10-10:20, 10:30-10:50, and 11-11:20.
- Event Location: Meadowbrook Local Park – has a previous 5k route that is easily adapted, and on-site restrooms.
- Event Date: October 31, 2020
- The check-in area will be marked with signage and will be at the pavilion area of Meadowbrook Local Park. Stanchions will be used to mark off space for social distancing.
- Guests will check in at the tent and receive their giveaway. If a guest chooses to record their score, they will report it to the check-in tent at the conclusion of their race.
- Activation will keep one set of scores for running, and one set of scores for walking, and highlight both on social media.
- Activation will set up mile markers on the course to help guide guests
- Survey will be sent out no more than 3 days after the event to get feedback and suggestions for themes in the future.

GOAL

- Attract individuals looking to safely compete in a 5k
- Provide a safe and socially distanced way to introduce competition back into the county
- Allow families to participate in a fun outdoor event together



- Give more leniency to guests in terms of race time since event is over a span of 4 hours
- Increase exposure to Montgomery Parks and Trails across the county
- Establish a sense of community throughout the county by moving to different parks over time

OBJECTIVES

- Increase the number of individuals using Montgomery Parks
- 30% of registrations be from families
- 35% of guests record their scores
- 15% increase in number of attendees over time

KEY PERFORMANCE INDICATORS

- Total number of Attendees
- Number of guests who record their score
- Repeat sign up for other similar events
- Number of families that register and attend

DURATION

- 8am-12pm on Saturday September 26th, 2020

TARGET AUDIENCE(S)

- Runners and walkers throughout the county
- Families looking for safe outdoor activities
- Running and walking clubs across the county

KEY MESSAGES

- Parks is willing and able to adapt to the ever-changing Covid-19 situation
- Outdoor activities are safe and doable for everyone in the county
- There is more to do in the parks than use a playground or field/court

CREATIVE CONSIDERATIONS

- Create a series of themes for the runs
- Change the park/course for each event so it is equitable across the county
- Have a mix of trail types (natural vs paved) to make sure the routes are as accessible as possible for all residents



POSSIBLE PARTNERS/MEDIA OUTLETS

- Montgomery County Road Runners Club
- Fleet Feet Running Club
- Potomac River Running Store shoe company
- Different Factions of Chevy Chase Village – Section 3, Section 5, North Chevy Chase, West Chevy Chase Heights, Martin’s Additions, Woodmont Triangle and Bethesda area

TIMELINE LEADING UP TO THE EVENT

Status Key:

NS – Not Started | IP – In Progress | D – Delayed | X – Cancelled | C – Complete

Task:	Assigned To:	Start Date:	Notes	Status	Cost
Project Powerpoint	Abby	Aug 14		C	
Reach out to Trails	Abby	Aug 14		C	
Reach out to Permits	Abby	Aug 14		C	
Event Plan	Abby	Aug 17		C	
Location/route chosen	Abby	Aug 7-18		IP	
Date confirmed	Abby	Sept 14		IP	
Reach out to potential partners	Abby	Sept 21		NS	
Meet with marketing for timeline	Abby	Sept 15		NS	
Get mile markers created	Abby	Oct 1		NS	Dependent on material used
Confirm needs from partners	Abby	Oct 1		NS	
Social Media and Marketing laucnh	Loree/Sklar	Oct 1		NS	
Registration Begins	Abby	Oct 15		NS	
Registration Closes	Abby	Oct 30		NS	
Event Set up	Abby	Oct 31		NS	
Event breakdown	Abby	Oct 31		NS	

SOCIAL MEDIA STRATEGY & CONTENT

- Create posts talking about the DIY portion



**Maryland-National Capital Park and Planning Commission | Montgomery Parks
Public Affairs & Community Partnerships Division
Publications, Outreach & Media, Opening Events & Marketing/Web Section
(POEMS)**

- Release the theme for the event
- Tease a giveaway
- Info about timing themselves and being highlighted on social media

WEB COPY

Calling all Runners, Walkers, and everyone in between! Join us Saturday September 26th for a DIY 5k!

But WHAT is a DIY 5k? Great question – it means you can do it on your own time, at your own pace! The race starts at 8am, but you have the option of running or walking anytime between 8am and 12pm. You even have the option of timing yourself if you'd like (and a chance to be featured on our social media!) and getting a little more competitive.

The race will be held at **NAME OF PARK HERE** beginning at 8am and going until 12pm. Make sure to stop by the check-in table before you leave for a special participation prize.

Registration information is **HERE**. We look forward to seeing you soon!

EVENT CALENDAR COPY & COLLATERAL COPY

October 31st – Halloween Run

November 21 – Pre Turkey Trot

LESSONS LEARNED

- Will complete at conclusion of the event.



Holiday 5k FAQs

- Can I bring my kids?
 - Yes, this is a walk/run for all ages.
- What is the cost?
 - This is a free event, there is no cost.
- Can I bring my dog?
 - Yes, dogs are welcome. Please be sure to clean up after your dog!
- Will there be water available?
 - Activation will supply water bottles for guests, limited to one per guest.
- Will there be water available for dogs?
 - Activation will supply water bottles for guests.
- How long will the event take?
 - The event runs from 8am-12pm, and you get to decide when you want to participate. You set the pace for your own run/walk.
- Is there parking nearby?
 - There is a parking lot at Meadowbrook Local Park.
- Is there a rain date?
 - No, the event will be held rain or shine. It will be cancelled in the event of thunderstorms or other inclement weather.
- Can I bring my own music?
 - Yes, you are permitted to bring music. As a courtesy to other walkers/runners, please use earbuds.
- Can I bring a large group?
 - No, large groups are not permitted. If large groups show up at the same time, they will be broken up so no more than 10 runners leave at one time.
- Is there a theme for the run?
 - Themes will be announced two weeks before the run/walk if there is a theme.
- Can I show up after 12pm?
 - No, guests will not be permitted to run the course after 12pm. Event breakdown begins at 12pm and therefore we will not permit runners/walkers to start at that time.



Phased Re-Entry

Action Plan Document

Event Type: 5k Run/Walk

Event Location and Time: 8am-12pm, Meadowbrook Local Park, October 31st, 2020

TEAM:

Abigail Landis, John Tuchowski, Kirsten Hein

STRATEGY PLAN:

Phase 1:

Phase 2: Starts in this phase

Phase 3:

Detailed Action Plan

REGISTRATION/ PRE-EVENT

- All registration is online via Eventbrite.
- Set up will be done by Activation Team

DURING THE EVENT

- Event will run for 4 hours, beginning at 8am
- Guests have the option of when to attend, and no large groups will be permitted.
- Guests must register for a specific start time, and cannot show up at a time that they have not registered for.
- Guests will have the option to time themselves if they choose. Activation will not provide any items to help with self-timing.
- If more than 10 guests wish to start at the same time, one group will be asked to wait for 5 minutes before starting to ensure no overcrowding on the path.
- Face coverings are encouraged while running if social distancing is not possible.
- All check-in objects will be sanitized after each use, and will be done while socially distanced.

PATRON PROTECTIVE MEASURES

- Time window makes sure there are no crowds at the beginning or ending of the race



**Maryland-National Capital Park and Planning Commission | Montgomery Parks
Public Affairs & Community Partnerships Division
Publications, Outreach & Media, Opening Events & Marketing/Web Section
(POEMS)**

- Congregating before/after the race is prohibited
- If possible, face coverings when running are encouraged
- Large groups will not be allowed to start the race all at the same time
- Sanitizing stations will be available at the check-in table

STAFF AND VOLUNTEER PROTECTIVE MEASURES

- All staff and volunteers will be socially distancing and wearing face coverings.
- Clean and disinfect frequently touched surfaces at regular intervals with CDC approved products. Surfaces include, but are not limited to: garden and farm equipment, light fixtures, door handles, bathroom fixtures, push buttons, tables, exhibits requiring touching (e.g., stylus or tablets), etc.
- Staff follows CDC, Commission and County procedures for returning to earlier phase if warranted.