

A

Pop-up Shop

How to Plan a Pop-Up Demonstration

- **Choose Demonstration**
 - Identify traffic or pedestrian issues within your community or service area
 - Discuss which project would help improve issue (ex. roundabout, pedestrian access, traffic calming, bike lane)
 - Discuss a demonstration project using AMATS materials
 - Set goals for the demonstration
- **Choose a Lead Person(s)**
 - Lead person familiar with project plan and outcomes (Ex. City planning or engineer team).
 - Team leader in charge of meeting with AMATS staff to discuss demonstration project.
- **Assemble the Team**
 - Elected officials, residents, community groups. You will need a team with a diverse skillset
 - Who needs to know? Contact them
- **Choose Date, Location & Time**
 - Single day or multi-day events work best. (No more than 3 days as temporary materials tend to fail for longer periods)
 - Begin event in the morning
 - Visit location to plan demonstration set up prior to the event day(s)
- **Planning the Event**
 - Assign roles to team
 - Determine what materials you can borrow and what must be provided by your team
 - Establish timeline:
 - data collection before event
 - obtain proper permits
 - team meeting dates
 - promotion of pop-up
 - plan for data collection during event

- **Day(s) of Event**
 - Follow proper set up plans for demonstration by assigning roles and understanding everything that needs to be complete for proper set-up and take-down of materials. (See AMATS Pop-up Recipes)
- **Promotional**
 - Include a plan for informational signage at location about change that is being implemented.
 - Mass e-mail
 - AMATS - Website, create a social media event page, flyer, email, & press release.
 - The Community - Flyer & event notice on City website. Distribute flyers at parks, YMCA, libraries, hospitals, local businesses (i.e. restaurants, etc.), and social media platforms.
 - 2-3 weeks before the event. Know how you will inform the public of demonstration to reduce confusion during the event.
 - Include information regarding location, duration, reason for temporary installation, and potential next steps
- **Other Materials Needed for Demonstration**
 - Contract/Waiver(s) signed
 - City Staff Contact Sheet (cell #s)