## Educational Campaign - Timeline

We recommend the Town use the following timeline to distribute our educational materials in an effort to achieve our project goals. The timeline assumes Nantucket will transition “Back-to-Normal” starting the summer of 2021; however, as the situation created by COVID-19 is ever-changing, this timeline of course may be modified to best achieve the goals of the Town.

### Spring 2021

* Review revisions of the “Quick Reference Business Guide” and make any changes as needed
* Delivery of “COVID-19 Business Guide” through Chamber of Commerce
* Oursource revision of Island Welcome Guide based on our recommendations
* Outsource creation of additional Informational Posters to be delivered Summer 2021
* Airing of first radio Public Service Announcement
* Propose Town Hall discussion on the creation of New-Resident and New-Business education programs

### Summer 2021

* Airing of summer radio campaign
* Dissemination of revised Island Welcome Guide
* Publishing of Informational poster(s) in local newspapers, on Town social media, online, etc.
* Redistribution of our Business Survey to target businesses during the summer season and solicit more responses (see “Surveys” folder)
  + When ready to send, go to business survey and slick on the purple “send” button in the upper right. Then you can copy and paste the survey link and distribute online, by email, on social media, twitter, etc.)
* Delivery of “Back-to-Normal” Business Guide through Chamber of Commerce, assuming COVID situation improves sufficiently

### Fall / Winter 2021

* Airing of fall/winter Public Service Announcements as needed