

**Post-Pilot Program Focus Group  
Neighbourhood Organizers and Participants**

Opening Question:

1. Please share your overall experience with the pilot program and implementing Tactical Guide activities.

Introductory Question:

2. How did you learn about the Tactical Guide and what motivated your participation?

Transition Questions:

3. Describe the activities you implemented and how you chose them. Were there any modifications during implementation?
4. How did the activities align with your interests and the neighbourhood's response?

Key Questions – Evaluation Goal 1: Assessing the activities:

5. Were the activities in the Tactical Guide easy to understand? Did you feel additional guidance was needed?
6. Were the activities reasonable in terms of resources and effort?
7. What factors facilitated or hindered activity implementation?
8. How engaged were you and fellow participants, and were there aspects that needed improvement?
9. Did you consider using the activities for yourself or your neighbours after reviewing the guide?

Key Questions – Evaluation Goal 2: Assessing promotion:

10. How did you learn about the Tactical Guide, and what were the strengths and weaknesses of promotion?
11. Were the promotional messages clear and compelling in communicating benefits? How could they be improved?
12. Suggestions for additional resources or support?

Key Questions – Evaluation Goal 3: Identifying support needed:

13. What support did you need to implement the activities? Any challenges or constraints?
14. Were necessary resources accessible?
15. Missing information or support in the Guide and your suggestions?

Ending Questions:

16. Your overall thoughts on the Tactical Guide's effectiveness?
17. Any recommendations for improving the Tactical Guide or the program?

Summary Question:

18. Summarize your experience with the Tactical Guide and the program. What stood out to you the most?

Final Question:

19. Are you planning any future programs for neighbourhood engagement? If so, what ideas do you have?

## Original Script

Opening Question:

1. Please share your overall experience with the pilot program and your involvement in implementing the activities inspired by the Tactical Guide?

Introductory Question:

2. How did you become aware of the Tactical Guide and the pilot program? What motivated you to participate?

Transition Questions:

3. Tell me about the specific activities you implemented from the Tactical Guide? How did you select these activities? To what extent were the activities implemented as intended? Were there any deviations or modifications made during the implementation process?
4. How did the activities fit with your interests, needs and/or preferences as a participant/neighbour? Did the neighbourhood welcome these activities? What was it about the activities that did or did not resonate with them?

Key Questions – Evaluation Goal 1: Assessing the relevance, usability, and efficacy of the activities:

5. Thinking about the activities you implemented, share your thoughts on how well they were explained and whether or not they were easy to understand in the Tactical Guide? Were there any areas you found confusing or unclear? Were there any areas where you felt additional information or guidance would have been helpful?
7. Considering the resources, time, and effort required, did you find the activities to be reasonable? Were there any challenges or limitations you encountered in implementing them?
8. What were the main factors that facilitated or hindered the implementation of the activity in your neighborhood? Were there any external or internal factors that influenced its success or challenges?
9. How well did you and your fellow participants engage with the implemented activity? Were there any aspects that resonated strongly with the participants or others that may have posed challenges or opportunities for improvement?
10. In what ways, if any, were you inclined to use activities for yourself/your neighbours/together as neighbours after reviewing the guide?

Key Questions – Evaluation Goal 2: Assessing knowledge dissemination and promotion strategies:

11. How did you come to learn about the Tactical Guide? What was your experience with the promotional strategies, if any, that were used? If applicable, what were the strengths and weaknesses of those strategies?
12. In your opinion, how clear, compelling, and relevant were the promotional messages? Did they effectively communicate the benefits and purpose of the Tactical Guide? Were there any areas where the messages could have been improved?
13. Are there any additional resources or supports that you believe would enhance the promotion and utilization of the Tactical Guide among potential users?

Key Questions – Evaluation Goal 3: Identifying support needed for implementing the activities:

14. What specific support did you require to successfully implement the activities from the Tactical Guide? Were there any challenges or constraints you faced in implementing them?
15. Did you find the necessary resources and materials available for implementing the activities accessible? Were you aware of where to find or access these resources?
16. Based on your experience, is there any information or support missing in the Guide that would have facilitated your implementation of the activities? If so, what would you suggest?

Ending Questions:

17. Taking everything into consideration, what are your overall thoughts on the effectiveness of the Tactical Guide in increasing physical activity and social connectedness within your neighbourhood?
18. Is there anything else you would like to add or any recommendations you have for improving the Tactical Guide or the pilot program?

Summary Question:

19. In a few words, could you summarize your experience with the Tactical Guide and the pilot program? What stood out to you the most?

Final Question:

20. Based on your experience, will you organize any future programs or initiatives aimed at neighbourhood placemaking or community engagement? If so, what are you thinking of doing?