

URMD top candidates communication plan – 2019

COMMUNICATION GOALS:

1. Obtain public input on candidate selection
2. Obtain insight on public opinion of candidates
3. Educate constituents about URMD process
4. Educate constituents about URMD

TARGET AUDIENCES:

- Those who live, work or travel on roads within URMD
- General public

COMMUNICATION/OUTREACH OBJECTIVES:

- Information gathering
 - a. Which projects do constituents support/not support?
 - b. Why do they support/not support these projects?
- Education:
 - a. Share results of information gathering efforts to educate all audiences of all needs/interests
 - b. Inform people of LUT efforts to address audience needs/interests
 - c. Make audiences aware of opportunities to be involved in LUT efforts

KEY MESSAGES:

- Help us reach a 100 percent list
- Which projects matter to you?
- Help us improve Washington County travel
- Cast your “votes”
- Your voice matters

OUTREACH STRATEGIES (support communication objectives; utilize key messages):

1. Website: www.
 - a. ARC GIS map of all projects
 - b. Alphabetized table of all projects (with “priority” disclaimer)
 - c. Each project links to its own webpage
 - i. Each project webpage has a map, brief description of project, and comment section
 - ii. Comments are routed to a Google Doc – one for each project.

2. Social media
 - a. Nextdoor
 - b. Facebook
 - c. Twitter

3. Media release
 - a. Emailed to news outlets
 - b. CPO newsletters
 - c. Washington County website
 - d. LUT New

TASK	ASSIGNED TO	DUE	LIVE	STATUS
STRATEGY 1: Website				
List of projects to Melissa	Steve		June 1	Done
Text/content	Melissa/Steve/Stephen	April 12		Done
One map of each project	Bekah	May 1		
An interactive ARC GIS map of all projects	Bekah	May 20		Done

STRATEGY 2: Social media				
Nextdoor draft1	Melissa	5/15 URMD		Done
Nextdoor final	Melissa	5/17	6/1	
Facebook posts draft	Melissa	5/15		Done
Facebook posts/final scheduled	Melissa	5/20	6/1-30	
Twitter posts draft	Melissa	5/15		Done
Twitter posts/final scheduled	Melissa	5/20	6/1-30	

STRATEGY 3: Social media				
Media release draft	Melissa	5/15		Done
Media release final	Melissa	6/1		
LUT News	Melissa	6/7,	6/7,14,21,28	

RESULTS ANALYSIS (evaluate effectiveness of strategies):

TASK	ASSIGNED TO	DUE	Status
Communications report	Melissa		
Website (analytics) per page	Diane		
Constant Contact analytics	Diane		
Social media analytics	Diane		