



April 16, 2015

To: Fox Cities Transit Commission

From: Nikki Voelzke
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Subject: Valley Transit Strategic Plan Communications Plan

In order to ensure Valley Transit's success in implementing the plans included in the recently completed strategic plan, we need to engage stakeholders and inform them about the contents of the plan.

We've developed a communications plan to assist us with these efforts. This plan will help us raise public awareness of the strategic plan and afford them the opportunity to be engaged and involved at whatever level they would like to be. This plan includes measurement tools that will allow us to monitor and capture the results of our efforts.

We will provide updates to the Fox Cities Transit Commission on the results of our efforts as we progress through the communications plan. These updates will occur in October 2015 and April 2016.



VALLEY TRANSIT STRATEGIC PLAN

COMMUNICATIONS PLAN

VISION

Community leaders, stakeholders and constituents are aware of all aspects of Valley Transit's recently completed strategic plan and that they are engaged and involved at whatever level they would like to be.

GREATEST, DESIRED ACCOMPLISHMENT

Broad support for the concepts laid out in the strategic plan by a highly engaged community with appropriate level of economic investment to implement the future scenarios included in the plan.

GOALS

- Inform 100% of the community leaders and stakeholders we've identified about the contents of the strategic plan and the committee responsible for it.
- Generate awareness of the strategic plan among 50% of the constituents we've identified in our community.
- Involve 60% of the strategic plan committee members and the Fox Cities Transit Commission in this effort.
- Generate increased media coverage and social media conversation.

OBJECTIVES

- Community leaders, stakeholders and constituents are engaged and involved in the implementation of Valley Transit's strategic plan to whatever degree they would like to be.
- Community is more aware of the contents of Valley Transit's strategic plan.

KEY AUDIENCES

- Valley Transit riders
- Valley Transit employees
- Municipal leaders and elected officials
- Business leaders
- Community, education and non-profit leaders
- Fox Cities Transit Commission
- Representatives from cultural, advocacy and grassroots groups
- Media representatives

MAIN COMMUNICATIONS CHANNELS

- Social: Facebook, Twitter to start conversation and engage audience. Consider YouTube video series to highlight key points of strategic plan
- Website: As it will be going through a redesign, the website will serve primarily as a repository of information and link out to social and blog.
- Blog: Content, infographics and conversation. Works well on all platforms (desktop, laptop, mobile, tablets)
- In-person meetings: Valley Transit staff and committee members
- Group presentations
- Opinion pieces submitted by committee members to The Post-Crescent
- Media interviews – traditional and business-focused publications (Insight, The Business News)
- Events/booths
- Information sheets
- Mailing: For those who we have identified as a key target audience but are unable to reach by above channels. Last resort.

STRATEGIES – The How

Valley Transit riders: Information sheets, social, web. Focus on the values and future scenarios while reminding them that there's also a funding component to the future scenarios. Not set in stone but a guiding road map.

Valley Transit employees: Distribute Strategic Plan booklets to all employees with letter from General Manager and include in employee training. Focus on Vision, Mission, Values and upcoming performance measures so they can see their role, also include future scenarios and funding.

Municipal leaders & elected officials: In-person meetings and mailing. Focus on the financial aspects of the strategic plan and the impact it will have on their organizations and constituents, highlight the upcoming development and tracking of performance measures and remind them of Valley Transit's connection to economic development in their community.

Business leaders: In-person meetings with identified list, mailing. Focus on how Valley Transit can be their partner in recruiting and retaining a skilled, reliable workforce, performance measures, business-sector approach, funding.

Community, education and non-profit leaders: In-person meetings, group presentations, events/booths, information sheets. Focus on Vision, Mission, Values, future system, how we get people/their clients where they need to go.

Fox Cities Transit Commission: The Strategic Plan has already been presented to and adopted by the Commission. Future focus will shift toward implementation of action plan.

STRATEGIES Cont'd.

Representatives from cultural, advocacy and grassroots groups: Group presentations, events/booths, mailings. Focus on Vision, Mission, Values, future system, funding. They can help to advocate for our plan and RTA.

Media representatives: Pitch to key reporters and local business-focused publications, meetings with editorial boards/staff, opinion pieces submitted by committee members.

At varying degrees, all audiences will be reached by web, blog, social and media.

TACTICS – resources and timeline

In order to implement the strategies listed above, we will need a number of resources and an aggressive timeline.

Resources:

- Event, presentation and meeting schedule
- List of committee members who can assist with presentations and meetings
- Key audience contact list
- Editorial calendar to cover Op Eds, media pitches, web, blog and social content
- Coordinate messages with Operational Action Plan to be developed by 4/22
- Media kit

Timeline:

	2015										2016			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Develop event, presentation, mtg schedule	█													
List of committee members to assist	█													
Develop key audience contact list	█													
Develop media kit	█													
Key messages fleshed out for all audiences	█													
Editorial calendar	█													
Media pitch		█												
Plan implementation begins		█												
Begin scheduling meetings		█												
Social/web launch		█												
Media outreach		█	█											
Group presentations		█	█	█	█	█	█	█	█					
Meetings, booth events & presentations		█	█	█	█	█	█	█	█					
Social/web information		█	█	█	█	█	█	█	█					
Op Eds		█	█	█	█	█	█	█	█					
Mailing to those not reached through other channels										█	█	█	█	
Report out on performance measure results										█	█	█	█	

MESSAGING AND POSITIONING

Messaging and positioning will be developed specific to each audience and communications channels. This section will be completed by the end of April 2015.

MEASUREMENT

We will monitor and capture the results of our efforts throughout the tactical phase of this plan.

- Website, social and blog traffic – capture baseline numbers prior to implementing tactical phase and monthly thereafter.
- Level of engagement on social platforms and blog – comments, posts, retweets, blog comments, conversations that go “viral” online.
- Track number of group presentations and attendance numbers. Also track engagement level – the number of comments and questions by audience.
- Track number of individual meetings and engagement level – comments and questions.
- Media attention – coverage, printing of op eds, social mentions.
- Track number of information pieces distributed.
- Track number of events we participate in, number of people who stop by booth, number of information pieces distributed, number of questions and comments received.
- Consider surveys and/or market research to measure change and shift in community’s understanding.