DISCUSSION OUTLINE

TOPICS TO BE COVERED

How to get people interested in the planning stages?
Coming up with the best methods for reaching the local community?
How do we get the best efforts on a budget?
Real examples in action.

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At the planning level it is often hard to get people interested because they can’t immediately see how it affects them and the timeframes are so far out to something actually being done.

But we often here why this road and not this other road.

How do you do that?

Part of the effort should be teaching them about the process.
MAKE IT A CAMPAIGN

INCREASED TRACTION
You are not just asking people to participate in commenting on a project, you are communicating to them why this should be important to them.

EASY FOR OTHERS TO SHARE
Create a #hashtag
• makes it easy to share
• keeps the messaging consistent
• easy for you to search what all is going on with it
Tag others in the post
• tag all relevant entities that you want to also help you get the word out

MAKES THE EFFORT RECOGNIZABLE
Makes it easy for news stories to run with it and for people to notice it as it gets passed around. Reminds them to share it or mention it to their family or friends.

Give a quick tagline and let everyone know the main point of the effort.

Make it easy for them to reach the platform.
Meet people where they are!

This doesn’t necessarily mean in person.
WHAT PLATFORM DO YOU WANT FEEDBACK ON?

https://scdotmtp2040-demo.metroquest.com/
HOW DO YOU PROMOTE THAT?
Advertising

SOCIAL MEDIA

MAILERS

GENERAL ADVERTISING