

# THE SOUTHWEST MINNESOTA RTCC COMMUNICATION & PUBLIC ENGAGEMENT STRATEGIES

The key to successful transportation coordination is effective communication with the right people at the right time, and continued engagement of the necessary stakeholders. This document provides a breakdown of the most important communication goals of the Southwest Minnesota Regional Transportation Coordinating Council (RTCC), the audiences that will be targeted and the basic methods of communication.

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## COMMUNICATION GOALS

- ⇒ Introduce people to the Southwest Minnesota RTCC, what it does and why it does it.
- ⇒ Engage people in work of the Southwest Minnesota RTCC so they can help provide input, direction and funding to advance transportation coordination.
- ⇒ Tell people about RTCC meetings and give information about how to participate.

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## TARGET AUDIENCES

- ⇒ Transportation and service providers
- ⇒ Legislators and other decision makers
- ⇒ Potential funders
- ⇒ Transportation users, particularly those representing the aging, veterans, people with disabilities, minority populations, people with low income and their employers

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## BASIC STRATEGIES

- ⇒ RTCC meetings
- ⇒ Print media: newspaper, newsletters, brochures, flyers, etc.
- ⇒ Electronic media: Social media, video production, local access television, email communications, etc.
- ⇒ Speaking and outreach events
- ⇒ Southwest Minnesota RTCC website hosted by MCOTA

This is not an exhaustive plan. Because communication is so critical, RTCC staff will send out communications in some form at least 6 times per year. When a formal message goes out to the public, it will first be presented to the full RTCC so they will be prepared to respond to any comments or questions. RTCC staff and members will also take every opportunity to tell others about the important work of the Council at community meetings and events.

BEFORE RTCC MEETINGS – QUARTERLY OR AS SPECIAL PROJECTS REQUIRE		
<i>Potential Medium</i>	<i>Goal</i>	<i>Audience</i>
Radio/Local Access TV	request public input and participation	members of the public (particularly in target populations)
Flyers	request public input and participation	members of the public (particularly in target populations)
Newspapers	request public input and participation	members of the public (particularly in target populations)
Social Media	request public input and participation	members of the public
Website (MCOTA)	request public input and participation	members of the public
Email (material can also be printed and mailed)	provide background needed	RTCC members and others who RSVP

RTCC MEETINGS – QUARTERLY OR AS SPECIAL PROJECTS REQUIRE		
<i>Potential Medium</i>	<i>Goal</i>	<i>Audience</i>
Face-to-face, Web conferencing	seek input from members and stakeholders on the transportation needs of the region and potential projects; provide people with updates on the work	members, interested public

AFTER RTCC MEETINGS – QUARTERLY OR AS SPECIAL PROJECTS REQUIRE		
<i>Potential Medium</i>	<i>Goal</i>	<i>Audience</i>
Email (material can also be printed and mailed)	provide meeting follow-up and next steps	all those who attended
Website (MCOTA)	provide details about what was covered, seek input on items for next meeting	members of the public

FOR PUBLIC EDUCATION AND OUTREACH – AS NEEDED		
<i>Potential Medium</i>	<i>Goal</i>	<i>Audience</i>
Social Media	inform, seek feedback	members of the public
Brochures	inform of the work of the RTCC	members of the public, decision makers, RTCC members, potential members
Flyers	advertise outreach events	members of the public
Public Speaking/Outreach Presentations	provide information about RTCC and projects	members of the public, funders, decision makers

**Media may also be created for purposes not listed here at the direction of RTCC members.**