



TRORC OUTREACH & COMMUNICATION PLAN

Tory Littlefield, Regional Planner

Agenda

- Why make a plan?
- What will the plan do?
- Goals and objectives
- How do we know if we are succeeding?

Why make a plan?

- TRORC helps our Towns, Region, and State, shouldn't we be shouting this from the rooftops?
- We want to be better at how we communicate with our stakeholders to:
 - Educate;
 - Appreciate;
 - Inform; and
 - Expand

What will the plan do?

1. Define the communications strategy for this organization;
2. Identify roles and responsibilities;
3. Use communication tools for internal and external communications and outreach;
4. Broaden the general public's understanding of local and regional planning;
5. Develop educational engagement opportunities with municipal officials;
6. Provide stakeholders with the latest news and updates; and
7. Tactically handle crisis communications with municipalities and state agencies with prepare messages, protocols, and draft content for websites and social media releases to assist TRORC in responding quickly and effectively to natural disasters that hit this Region.

Plan Components

- Purpose of the Plan
- Goals and objectives
- Roles and responsibilities
- Baseline metrics
- Implementing the plan
- Disaster communications
- Metrics and reporting

Goals and Objectives

Goals

- Enhance the visibility, impact, and brand recognition of TRORC in the Region.
- Increase the trust of stakeholders in the abilities of TRORC.
- Provide expertise on a variety of planning topics and issues.
- Improve internal coordination with TRORC Staff and externally with partners.

TRORC will achieve these goals by meeting the following objectives:

- Establish a consistent message platform that is flexible enough to be used through a variety of communications and outreach methods, including those for traditional media, social media, stakeholder support, local and regional education, public meetings, and related events and conferences.
- Create a reliable and recognized system for sharing information.
- Develop an action plan that is tailored toward the needs of target audiences to ensure the regular, consistent, and pertinent exchange of information.

How do we know if we are succeeding?

- Baseline metrics of websites, social media, newsletters, and other outreach activities
- Conduct a municipal survey
- Quarterly metric reports

Questions? Comments?

- Email me at vlittlefield@trorc.org for a copy of the draft plan, comments and ideas welcome!