Communications Strategy
Community Engagement TED
What is it we want to accomplish?

- Generate awareness of TED and its goals
- Build credibility for the approach
- Educate and inform on work to date
- Obtain feedback
What is the message?

• Safer
• Faster
• More Choices
• Need for public decision about future
To Whom do we need to communicate?

- Participating Agencies
- Anchor Institutions
- Economic Development Groups
- Neighborhood Community
- Associations & Interest Groups
How will we communicate?

Tools

- Information Sharing – Briefings, Kiosks, Materials, Web
- Community Dialogue – Computer Assisted Meetings, Fairs, Simulations, Meetings, Open Houses, Town Hall, World Cafes
- Feedback – Community Facilitators, Surveys, Photo-Journals, Social Media
Work Plan

• Coordination Group
  • Participating Agency Members

• Designated Presenters
  • PLG, M&A, Staff

• Information Packages
  • Video, Print

• Periodic reports
  • TED PLG
  • M&A

• Outreach Partners
  • Chambers and other ED groups
  • Interest Groups