Checklist: Communication Tools and Tactics

Project Name: 2024 Coordinated Public Transit Human Services Transportation Plan Update Phase Description: Phase 2, Public Outreach-Needs Assessment Contact Name: Crystal Odum, CAMPO, Senior Transportation Planner		PROJECT ID#: 278439		
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Communications Tools - Check all that apply to this project/phase			2024 CPT-HSTP UPDATE/PHASE 2	
Content	Material	CHECK	NOTES	
Communications	Talking Points	X		
	News Release			
	News Item			
Social Media Posts (Paid or Unpaid)	Facebook	X		
	Instagram	X		
	Twitter	X	CAMPO and GoForward	
	LinkedIn	X		
	Next Door	X		
	Social Media Geo-targeting	X		
Print Materials	A-frame poster			
	Flyers	X		
	Postcard			
	Brochure	X	1-pager with survey and web addresses, pop up location information	
	Rack Card	X		
	Yard Signs			
	Bus Placards			
	Surveys	X		
Events	Public Meetings	X		
	Ribbon Cutting			
	Webinar	X		
	Promo Items / Giveaways			
Website Updates	Custom Landing Page	X		
	Updates to existing content	X		
	News Item			
	Graphics /Header/Icons			

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	Full length (1:00+)		
	Social Snippet(s) from Full (~0:15-		
	1:00)		
Video	Social Informer/Call to Action	X	
	(~0:15-1:00)		
	Ad (0:15/0:30)		
	Presentation (5:00+)	X	
Rider Messaging	On-bus announcements	X	
	Rider alerts	X	
	Flyers @ bus stops/stations	X	
Paid Advertising	Radio Advertising		
	Digital Advertising		
	Print Advertising		
	Newspaper Advertising		
	Magazine Advertising		
	PowerPoint Presentation	X	
Digital Media	Public Input Graphic	X	
	Email Graphic	X	
Other: Write in			
Other: Write in			
Other: Write in			
Other: Write in			
Other: Write in			
Comments:			