



Southeastern Wisconsin

Regional Transit Authority

Transit Advocacy and Communications Team (TACT)

Comprehensive Communications Strategy

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Presented by:

H. Carl Mueller

Barbara Ulichny



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Our Goal:

To achieve the goals of the Regional Transit Authority by developing and executing a comprehensive communications strategy, outreach to key constituencies, media relations, and other communications tactics.



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Our team:

- H. Carl Mueller, Project Manager
- Barbara Ulichny, Project Coordinator
 - Helen Dixon
 - Ed Henschel
 - Mikel Holt
 - Michelle Kussow
 - Michael Ley
 - Martha Love
 - James Madlom
 - Lisa Moy
 - Rosemary Potter
 - Marvin Pratt
 - Lori Richards
 - Brandon Scholz
 - Scott Terry
 - Kerry Thomas
 - John Torres



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The work elements:

1. Development, monitoring and refinement of communications strategy
2. Funding source research
3. Communications materials
4. Public opinion assessments
5. Outreach to elected officials, public agency staff and business community
6. Outreach to general public



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The work element: 1 - *Development, monitoring and refinement of communications strategy*

- It is **collaborative**
- It is **consistent**
- It is **comprehensive**
- It is **cumulative**



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The work element: 1 - *Development, monitoring and refinement of communications strategy*

Measuring progress:

- Monthly meetings to benchmark progress and suggest refinements
- Work element managers responsible for monthly reports to Project Manager

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The work element: 2 - *Funding source research*

- Identify special sources of funding used on projects nationwide and locally
- Examine other innovative funding options
- Estimate their potential current and future revenue
- Assess their feasibility
- Identify necessary state authorizing legislation and options for implementation.



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The work element: 2 - *Funding source research*

Measuring progress:

- A preliminary progress report will be presented to you today
- A final report, including recommendations on funding alternatives for consideration by the RTA will be completed by Dec. 31, 2006
- An implementation plan that will include a legislative strategy will be produced

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The work element: 3 - *Communications materials*

These materials will:

- Communicate the outcomes of the RTA's transit review
- Create broader public understanding of the recommendations of the RTA
- Be clear, concise and visually interesting
- Directly address key questions and concerns of each particular key audience and are tools to build advocates for the RTA's transit recommendations

The work element: 3 - *Communications materials*

Measuring Progress:

- Work element team members are meeting to develop copy and graphics for the communications materials
- Work element manager and project manager meet monthly for preliminary approval on material copy and design
- Project manager is responsible for securing RTA approval prior to printing materials

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The work element: 4 - *Public opinion assessments*

This research will assist the RTA in assessing:

- How business, civic, community, elected leaders and the public view our public transit systems
- Perceived future transit needs of our region
- Support for proposed transit initiatives or funding sources
- Support for proposed transit operations or governance proposals
- Effectiveness of key messages and/or logos used in communications materials

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The work element: 4 - *Public opinion assessments*

Measuring Progress:

- A post-election assessment, highlighting the opinions and attitudes of Wisconsin citizens is underway
- In-depth interviews of public opinion leaders tentatively scheduled for December 2006
- A survey of Southeastern Wisconsin residents focused on transit funding options tentatively scheduled for January 2007
- Six focus groups to be conducted with commuters tentatively scheduled for January 2007
- A “piggy-back” poll on funding options, possible transit operators and governance tentatively scheduled for June 2007

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The work element: 5 - *Outreach to elected officials, public agency staff and business community*

Our goal is to inform, cultivate and secure the support of:

- Elected officials – local public officials
- Governor and his Administration
- Members and leadership and the state legislature
- Wisconsin's federal delegation
- Metra/Union Pacific/Canadian Pacific
- Local transit systems in Kenosha, Racine and Milwaukee counties
- Business organizations and business leadership

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The work element: 5 - *Outreach to elected officials, public agency staff and business community*

Measuring Progress:

These would include face-to-face briefings, group sessions, mail and email and efforts to secure endorsements

- Federal elected and appointed official outreach
- State elected and appointed official outreach
- Local elected and appointed official outreach
- Business outreach

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The work element: 6 - *Outreach to the general public*

Our goal is to inform, cultivate, and secure the support of:

- Community groups
- The media
- Workforce development and labor organizations
- Minority communities
- Environmental advocates
- Senior citizens
- Public transit users and advocates
- Advocates for persons with disabilities
- Neighborhood associations
- Emerging leaders/Young professionals
- Others

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The work element: *6 - Outreach to the general public*

Measuring Progress:

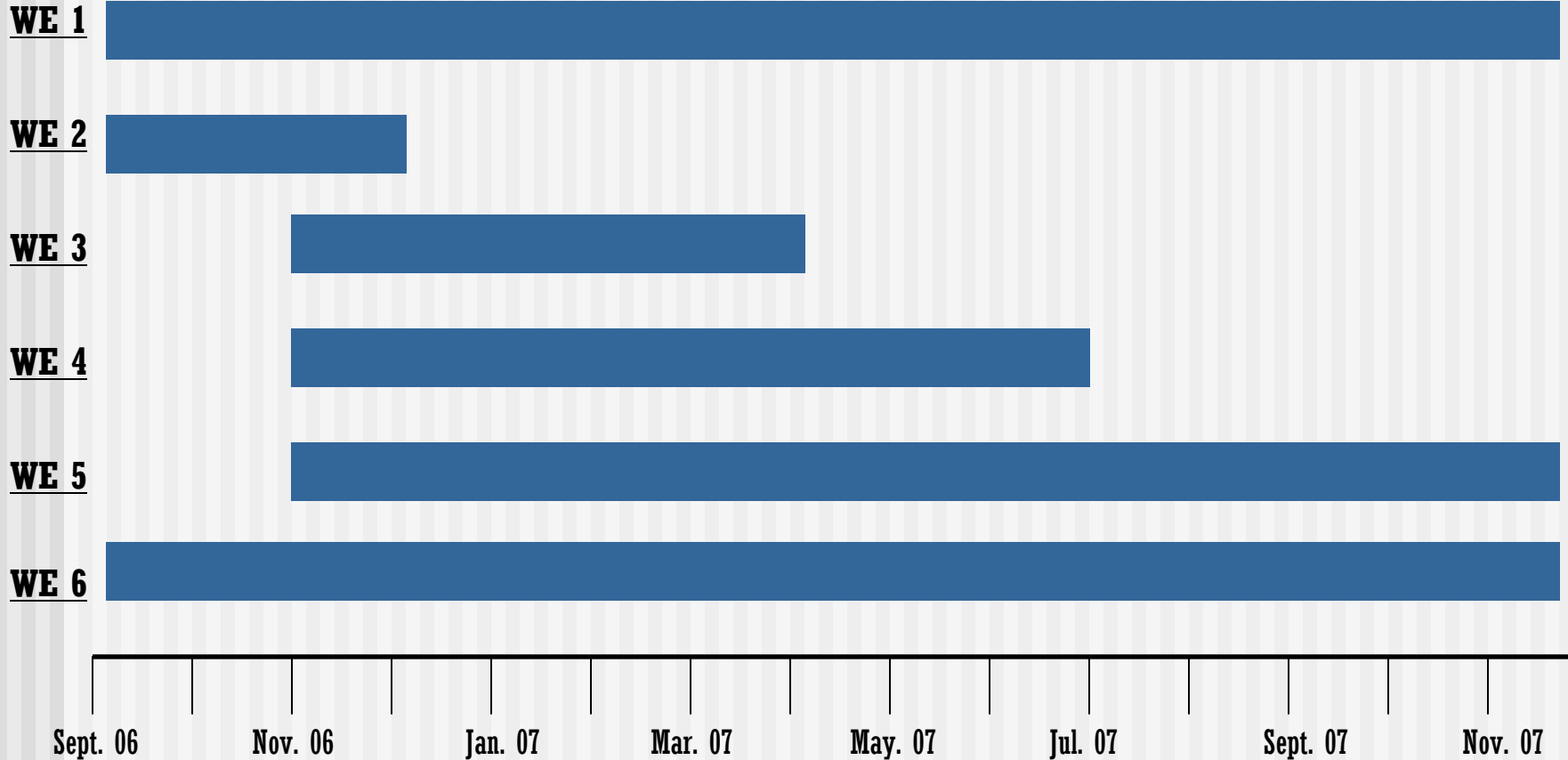
- Information displays: 14 traveling throughout the three counties (e.g., City Halls, public libraries)
- Business, community presentations and open houses: more than 50 throughout the three counties (e.g., community groups and opinion leaders)
- Media placements: Minimum of one proactive placement each month with significant additional coverage around key decisions of the RTA
- Editorial board meetings: conduct with all major media in the three counties
- Direct mail/Email newsletters: database has been developed and newsletter development is underway



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Project Timeline