

Communications & Engagement

2022 Focus



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION



COMMUNICATIONS & ENGAGEMENT

Public
Information

Public Involvement
& Engagement

Marketing

Graphic Design

Website

Social Media

Diversity, Equity &
Inclusion

Outreach &
Recruitment

Messaging/
Storytelling

Events

Sponsorship

Brand
Management

Internal
Communications

Media

Employee
Engagement

PLANNING FOR 2022



2022 FOCUS

MARKETING



Establish clear goals



Audience segmentation



Determine costs



Evaluate performance and impact of campaigns for maximizing our ROI



Use insights to drive future, data-driven decisions

AUDIT OF CURRENT EFFORTS – INTERNAL + MORPC MEMBERS



PLATFORMS – EXTERNAL EFFORTS



Google Ads



COME BACK TO GOHIO COMMUTE

WHY RETHINK?

- save money
- make commute time productive
- meet new people
- reduce your carbon footprint

WHAT ARE MY OPTIONS?

- share the ride in a carpool or vanpool
- ride the bus
- bike or walk to work

Already carpool, vanpool, bike or bus to work?

Register for our free emergency ride home (ERH) program which assures commuters they won't be stranded at work in the case of an emergency, unexpected overtime or an illness. Learn more and apply today at gohiocommute.com/morpc.

Rethink your ride and receive a \$5.00 gift card

Scan the QR code to register, explore your commute options, and choose from over 100 digital gift cards!

(promotion eligible between 5/1/2022 and 6/30/2022)



SCAN ME

2022 FOCUS

STORYTELLING



Drive MORPC Brand Awareness



Create a viral impact



Immersive virtual reality (VR) experiences

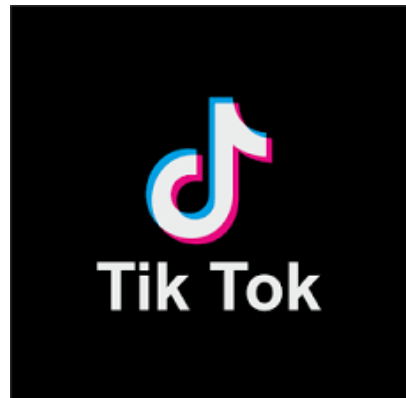
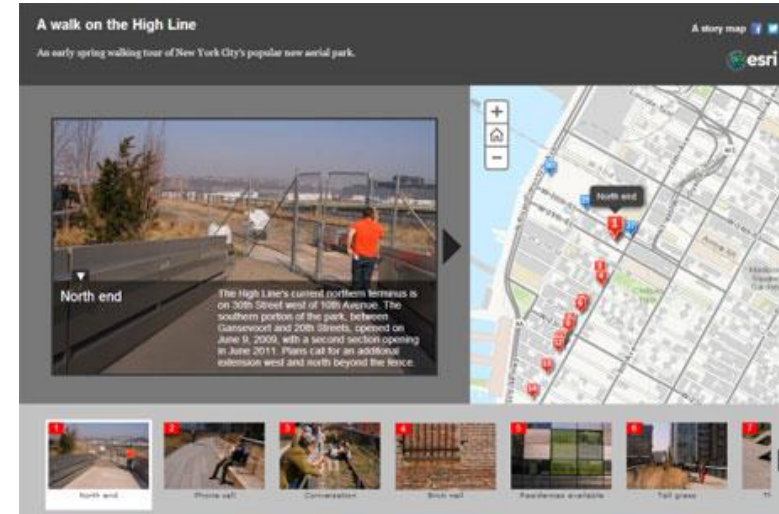
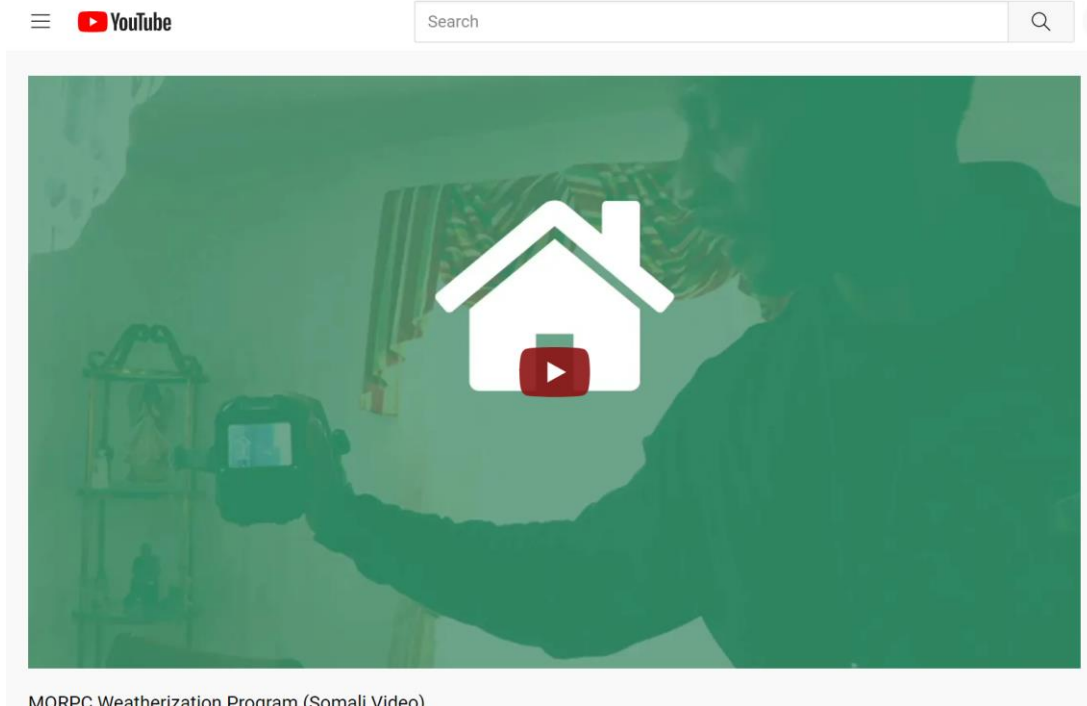


Visual storytelling through video



Drive action through engagement and conversion

PLATFORMS – EXTERNAL EFFORTS



KEY TAKEAWAYS



Targeted marketing helps us improve our ROI and plan for budget allocations



Reviewing our existing efforts helps us identify opportunities and strengths and to make necessary adjustments



Audience segmentation helps us tailor our marketing and messaging to ensure we are effectively reaching our key audiences.



Storytelling can be a powerful engagement tool – it helps us strategize, engage, and optimize



Visual storytelling helps provide a more immersive experience for audiences

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