

# 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?



# How will we communicate?



# 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