DOING A LOT WITH A LITTLE

By Helen Wiles
Public Outreach Manager
Dover/Kent County MPO
Our Coverage Area

- Kent County to include all of Smyrna and Milford (both straddle county lines)
New Executive Director, New Public Outreach Manager…

◦ Stopped doing trade shows
◦ Updated our website to look more commercial over governmental
◦ Did a logo contest
◦ Updated the newsletter
  ◦ From quarterly to monthly
  ◦ From text driven to image driven
Joining the Conversation
Videos!
Presentations

◦ Cater to organizations – i.e. Realtors got a presentation on why transportation issues are important when buying and selling a home…

◦ Do online aspects of presentations and allow them to get to it through landing pages so that you can track when and where they come from

◦ Use key people in presentation video, pics, etc…
Looking to the future…

◦ Online parties
◦ Facebook Live
◦ Using street teams, volunteers

◦ NO IDEA IS TOO GOOD TO KEEP OR TOO BAD TO STEAL – LET’S SHARE!!