

To: CRCOG Transportation Committee
From: Hedy Ayers, CRCOG Special Projects Manager
Date: June 7, 2018
Subject: *Soliciting Feedback on CRCOG Communication Activities*

As you may already know, CRCOG recently hired a communications firm to create a broad-based communications plan for the agency. To inform the plan development process, we are relying on a combination of focus groups, committee meeting discussions, targeted interviews and an [on-line survey](#), which I hope you will take the time to complete. Responses are due by June 14th.

Given that transportation planning is such a critical part of CRCOG's workplan, we have arranged to have our consultant join us at the June 18th Transportation Committee meeting to facilitate a group discussion centered on how we can make our communications activities more effective (what works, what needs improvement and what innovative tools we should consider using) and how we can better showcase our success stories and how CRCOG adds value to the region. Please find attached the list of questions that will help prompt those discussions. We look forward to your participation and candid feedback.

June 6, 2018

Survey Questions for CRCOG

1. The end goal of our time together is to make CRCOG's communications more effective for you and for all the people that CRCOG impacts. What do you think of CRCOG's communications efforts in general? Are they effective? Why or why not?
2. What should CRCOG start/stop/keep doing with regards to how it communicates and what it communicates to you?
3. What do you think of the CRCOG name, acronym, logo, tagline and general branding?
4. What is important for the public to know from or about CRCOG?