



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

MORPC

BRAND PLATFORM

OVERVIEW

OVERVIEW

WHAT WE DO

We provide nonpartisan data analysis, community resources and long-range planning

HOW WE DO IT

by being an honest broker and funding facilitator, while sparking collaboration and innovation between our region's diverse local governments and communities

WHY WE DO IT

to drive the future prosperity and sustainability of the Central Ohio region.

MISSION

MORPC is the regional voice, trusted convener and catalyst, bringing Central Ohio communities together to collaborate on best practices and plan for the future growth and sustainability of the region.

VISION

To drive the future prosperity and sustainability of the Central Ohio region.

FOCUS AREAS

- Transportation & Mobility
- Planning & Sustainability
- Direct Service Programs
- Data & Mapping
- Community & Economic Development
- Engagement
- Public Policy

ELEVATOR SPEECH BY AUDIENCE

GENERAL PUBLIC

“The Mid-Ohio Regional Planning Commission (MORPC) is Central Ohio’s voice. As a regional council with more than 80 local governments and community partners, we provide nonpartisan data analysis, community resources and long-range planning. Together, we drive the future prosperity and sustainability of the Central Ohio region.”

- Focus on the fundamentals
- Leverage the “What,” “How” and “Why” statements to clearly articulate our work

PARTNERS & STAKEHOLDERS

“MORPC is a data and collaboration engine driven by an optimistic spirit that enhances the quality of life in Central Ohio.”

- Focus on the big picture
- Position MORPC as a trusted resource, a helpful steward and a regional convenor

INFLUENCERS

Influencers encompass the media and niche enthusiasts who take special interest in one or more of our focus areas, such as transit or weatherization advocates.

Influencers have invested significant time and energy in their area of expertise, so leverage robust, data-driven reports in your engagement. For example:

- Transit Influencers | Introduce them to [LinkUS](#) and the [Metropolitan Transportation Plan \(MTP\)](#).
- Weatherization Influencers | Introduce them to [home repair and energy efficiency](#) programs.

NEXT STEPS

To effectively implement this new messaging across every MORPC touchpoint, we recommend the following tactics:

- Website updates to implement messaging (ASAP)
- Print pocket guide (ASAP)
- One- and two-page flyers (ASAP)
- Press release (8/14)
- Social media (see timeline)

TIMELINE

SUN	MON	TUES	WED	THRS	FRI	SAT
8/6	8/7	8/8	8/9	8/10 Commission Meeting	8/11	8/12
8/13	8/14 Press Release About New Messaging	8/15	8/16 Announce MORPC Ambassador Resources	8/17	8/18	8/19
8/20	8/21	8/22	8/23 Announce Mission and Vision	8/24	8/25	8/26