MORPC

MESSAGING PLATFORM

COMMISSION OVERVIEW

PROCESS

- Workshops with leadership team

- Board retreat

- 1:1 executive interviews

- Online public survey

PROJECT GOALS

1. Build brand understanding

2. Build brand relevancy

3. Build brand redundancy

WHAT:

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

HOW:

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

WHY:

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

MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

ELEVATOR PITCH 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

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ELEVATOR PITCH BY AUDIENCE

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 convener

ELEVATOR PITCH BY AUDIENCE

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.