



Mobility Management Program (MMP) Communications Plan

The purpose of the **Mobility Management Program (MMP) Communications Plan** is to establish a comprehensive framework for outreach and engagement activities that support and seamlessly advance the goals of the Mobility Management Program. This Communications Plan identifies methods to raise awareness, foster collaboration, encourage engagement, support decision-making, build public support, and help measure the impact of the MMP. The communications plan aims to help ensure that the Mobility Coordination Committee (MCC) partners and all relevant parties are informed, engaged, supported and invested in the success of transportation mobility solutions for seniors, people with disabilities, and low-income individuals within the CAMPO and surrounding planning areas.

What is Mobility Management?

Mobility management programs seek to identify gaps and barriers to public transportation that prevent people with disabilities, aging adults, and low-income individuals from using existing services. Once gaps have been uncovered, Mobility Managers work with partners from the transportation and human service communities to find creative solutions, creating a “one-stop shop” where people can find transportation service that meets their needs.

Goals of the Communication Plan

- **Raise Awareness:** Inform the community about available transportation options and how they benefit the public and the environment.
- **Increase Mobility / Transit Ridership:** Encourage residents to use transit and explore new mobility solutions. Expand and strengthen the MMP and network.
- **Maintain and Expand MCC Partnerships:** Develop relationships with government agencies, human service agencies, and transportation service providers to facilitate collaboration and coordination around mobility and transportation options.
- **Grow MMP Webpage Engagement:** Promote the MMP webpage as a resource and track website traffic.
- **Measure Success:** Track stakeholder(s) participation and obtain and review feedback.

(3) Three Key Audiences will be targeted.

- Leadership and Local Officials
- Transit Service Providers and Human Service Agencies

- General Public/Human Service Agency Clients

Key Partners (MCC Active Participants/Stakeholders) - As of July 1, 2025

Go Wake Access	GoTriangle Access
GoCary	GoApex
GoRaleigh	JCATS
HARTS	KARTS
Center for Volunteer Caregiving	CAMPO
Alliance of Disability Advocates	City of Raleigh

Partner Roles and Responsibilities

- Provide updated timely information to the Mobility Manager for updates to website, outreach materials, and dissemination of information.
 - Service changes – one month before, as able
 - Emergency communications via a link to partner websites
 - Performance and communications data (total # of trips, no shows, cancelled rides; # of events where MMP outreach was conducted/materials distributed, # of social media or digital outreach activities) – Quarterly on July 15, October 15th, January 15th and April 15th.
- Collaborate with other agencies in the Mobility Coordination Committee to achieve communication and outreach goals as defined in the Coordinated Public Transit – Human Service Transportation Plan.
- Actively support outreach efforts by ensuring communication channels within each organization are utilized and coordinated with (for example, sharing social media posts and schedules, or including MMP outreach materials when presenting to local community organizations, as appropriate).

MMP Manager Roles and Responsibilities

- Timely updates to the MMP website and outreach materials within one week of receipt, as able.
- Develop and conduct engagement and outreach activities to support program.
- Seek input on finalized materials, website design, and content management from CAMPO leadership and Mobility Coordination Committee.
- Maintain partners toolkit consisting of engagement documentation and outreach materials.
- Collect and compile participation metrics and feedback from outreach efforts.
- Coordinate and communicate regularly with partner agencies.
- Present update to MCC on communications/outreach progress.
- Support distribution of MMP progress report.

Key Messages

The over-arching message is the same for each of the three (3) audiences: **promotion of the Mobility Management Program**; however, each audience will have unique materials, and a toolkit shaped to an independent understanding of how the program is applicable.

- Leadership and Local Officials
 - Understand the value and support the goals of the MMP
- Transit Service Providers and Human Service Agencies
 - Encourage collaboration and coordination of services and provide a “one stop shop” for information
- General Public
 - Inform the public of mobility options available
 - Increase awareness of MMP as a resource

Communication Channels and Tactics

- **MMP Website:**

Each audience will have their own *webpage* with relevant information.

- Leadership and Local Officials
 - Mobility Management overview and why it matters (equity, societal benefits, public health)
 - Data (charts, ridership metrics, census data, maps)
 - Funding and policy tools (information on local/state/federal funding sources)
 - Success stories (how mobility options benefited individuals)
 - Downloadable talking points/infographics/PDFs to use while talking to other elected officials
 - Short video describing the MMP
- Transit and Human Service agencies
 - Guides on coordination, first/last mile solutions (microtransit), and travel training
 - How to refer clients, participate in trip planning, and use shared platforms.
 - Partner toolkit containing a package of information that agencies can send out in its entirety to stakeholders (downloadable flyers/social media messages/infographics/training materials)
 - Grant/funding opportunities (active funding calls, 5310)
 - Interactive maps (ADA paratransit and service inventory maps of each jurisdiction)
 - Calendar of workshops/trainings/meetings for each agency
- General Public
 - Mobility Management Overview
 - Find transportation options (links to partner websites)

- How to access help (general contact information for each agency)
 - Success stories
 - FAQs section (eligibility, cost, general information)
- **Social Media:** Engage the community through Facebook, X, Instagram, Nextdoor, and LinkedIn to share program news, success stories, and transportation tips.
 - Include partner channels
- **Flyers & Posters:** In *key public areas* like bus stops/transit centers, community and senior centers, libraries, local businesses, social service/human service centers, food banks, schools, and digital ads
 - Ensure materials are accessible for Limited English Proficiency (LEP) clients
 - Large print materials
- **Workshops & Webinars:** Host and piggyback on in person and virtual events to educate individuals on mobility management and travel training.
- **Community Outreach Events:** Set up tables at local events, and key public areas as listed above to engage with the public. Leverage partner and public events to share program information.
- **Press Releases & Media Relations:** Work with local media to share program benefits and the annual Mobility Management Program progress report.
- **Mobility Management Related Giveaways:** Distribute at in-person activities and events.

Performance Evaluation

Obtain communications/outreach performance data from each agency quarterly (as described above under Roles & Responsibilities). Conduct an After-Action Review of communications efforts annually as part of the development of the annual Mobility Management report:

- **Communications consistency:** Ensure there is consistent messaging across all channels to avoid confusion.
- **Partner Participation:** Overall MCC participation throughout the year.
- **Public Participation:** Web and social media analytics, public feedback (complaints, no shows)
- **Leadership participation:** Ensure every municipality has a representative for the Mobility Coordination Committee

MMP Communications Plan Table					
Audience	Key Messaging	Tactic/Channel	Goal	Timeline	Notes
Leadership and Local Officials	Understand the value and support the goals of the MCC	MMP Website	Provide access to program overview, data, and funding opportunities	Launch FY26 Q1; update as needed	Include success stories, metrics, and a short video
		Flyers and Posters	Reinforce key messages	FY26 Q2; update as needed	Distribute at city/county offices and MCC meetings
		Presentations (TCC & Exec Board)	Secure leadership support and feedback	1–2 per year; target Q2 and Q4	Incorporate into standing meeting schedules
		Workshops and Webinars	Build understanding of MMP value and goals	1-2 per year, target Q2 and Q4	Invite leadership/local officials
		Social Media	Promote MMP value and highlight policy successes	Monthly or tagging onto other campaigns	Tag relevant agencies and share regional impact stories
Transit Providers & Human Service Agencies	Encourage coordination of services and share information	MMP Website	Offer partner-specific tools, coordination guides, and resource maps	Launch FY26 Q1; as needed updates	Include calendars, ADA maps, 5310 guidance, referral instructions
		Partner Toolkit (PDFs, Flyers, Templates)	Distribute consistent outreach materials	Develop FY26 Q2; refresh annually or as needed	Provide ready-made social posts, handouts, and referral guides
		Webinars & Workshops	Build agency capacity and collaboration	Twice per year	Topics: coordination best practices, funding opportunities
		Quarterly Partner (MCC) Meetings	Ensure regular updates, data sharing, and collaboration	Ongoing: Jul, Oct, Jan, Apr	Align with reporting schedule; review metrics
		Shared Social Media Campaigns	Broaden reach via partner platforms	Ongoing	Shareable posts, success stories, events

General Public / Agency Clients	Inform public of available transportation options and promote MMP as a resource	MMP Website	Enable easy access to transit info, FAQs, and partner links	Launch FY26 Q1; update as needed	Include accessible content and LEP resources
		Flyers & Posters (Accessible/LEP)	Raise awareness in public and community spaces	Quarterly distribution	Locations: transit centers, libraries, food banks, health clinics
		Community Outreach & Events	Directly engage with riders and caregivers	3–4 events/year	Partner with local events or host independently
		Travel Training / Educational Webinars	Build confidence in using transit	Quarterly	Tailor to seniors, disabled, LEP populations
		Social Media	Share transportation tips and promote MMP	Tag onto partner campaigns	Use visuals, testimonials, and bilingual content
		Press Releases & Local Media	Promote milestones and annual MMP progress	Annually + major updates	Coordinate with CAMPO and media outlets
		Giveaways (Branded Items)	Reinforce MMP awareness and public engagement	Ongoing	Distributed at events and tabling opportunities
All Audiences	Promote MMP, evaluate outreach effectiveness	Performance Metrics Reporting	Track engagement and outcomes	Quarterly	Data submitted by partners; compiled by Mobility Manager
		Annual Report & After-Action Review	Measure program performance and communication consistency	End of each FY	Include outreach data, participation levels, analytics, public and partner feedback