

# Telling Our Story

## Communication Through Newsletters

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### Virginia Association of Planning District Commissions

Training Conference

June 16, 2015



# Communicating Our Message

## WHY

- ❑ TJPDC works to have citizens in our region to understand what we do
- ❑ TJPDC works to have our member jurisdictions understand what we do
- ❑ TJPDC even works to have our Board Members understand what we do
- ❑ TJPDC must meet the needs of the less informed with the technical staff members and engaged elected officials
- ❑ Drive people to your web site
- ❑ Branding of TJPDC
- ❑ Market your regional value
- ❑ Recognize community leaders

# Communicating Our Message

## WHEN

- ❑ Information now has to be instantaneous
- ❑ Everyone is used to getting news as it happens
- ❑ Email twice a month
- ❑ Not too much – Not too little
- ❑ Combine with social media to constantly have TJPDC brand in front of stakeholders

# Thomas Jefferson Planning District Commission Newsletter

## HOW



[TJPDC News Brief](#) - May 6, 2015

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Past Issues

TJPD News Brief contains local, regional and statewide information related to the six localities of the Thomas Jefferson Planning District Commission: The City of Charlottesville, and the Counties of Albemarle, Fluvanna, Greene, Louisa and Nelson.



TJPD News Brief - May 20, 2015

State Revenue Update

The Secretary of Finance has reported that total state general fund revenue collections rose 10.2 percent in April. On a year-to-date basis, total revenue collections increased 7.5 percent through April, ahead of the annual forecast of 4.7 percent growth. April is a significant month for individual income tax nonwithholding, where year-to-date collections now are nearly 20 percent more than the same period last year and ahead of the estimate of 7.9 percent growth.

Full Text...

JLARC Outlines Workplan for the Year

The Joint Legislative Audit and Review Commission (JLARC) released its yearly workplan earlier this month, providing details on studies it will undertake the remainder of the year (as well as into 2016). Several of them are of interest to local governments.

Full Text...

Upcoming Events

- MPO Policy Board
May 27, 2015
4:00 p.m.
TJPD Commission Meeting
June 4, 2015
7:00 p.m.
Planning and Zoning Committee
June 16, 2015
1:00 p.m.
APBP Webinar: First Mile / Last Mile Connections to Transit
June 17, 2015- Free Event
3:00 p.m. - Water St. Center
Citizens Committee (CTAC)
July 1, 2015
10:00 a.m.



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# Communicating Our Message

## HOW

- ❑ Mail Chimp – TJPDC
- ❑ Constant Contact – Others
- ❑ Other template email services
- ❑ Design and mail independently through Outlook, etc.
- ❑ Display your brand

## WHO

- ❑ 1 150 subscribers – elected, state, stakeholders, non-profits, etc.
- ❑ 22% open rate
- ❑ Legislative Newsletter goes to 100 subscribers
- ❑ 75% open rate

# Communicating Our Message

## HOW MUCH

- ❑ \$25.00 per month to Mail Chimp
- ❑ Mail Chimp & Constant Contact both offer a “free” service. Limited subscribers, limited features and shows their brand.
- ❑ 2 to 3 hours per week of staff time
- ❑ 75 cents for each print newsletter vs < 1 cent for each electronic newsletter

## WHERE

- ❑ Email from office
- ❑ Save archives to web site
- ❑ No direct mailings

# Communicating Our Message

## Tidbits

- ❑ Keep articles short
- ❑ Link to longer articles
- ❑ Watch using images. They become distorted or removed according to the browser or software opening the document
- ❑ Must be compatible for smart phones & tablets & scanners
- ❑ It's all about the CONTENT!!
- ❑ Person writing the newsletter must understand the programs and information, OR the writer must provide in depth content ready for publication
- ❑ Assigned person to see that newsletter goes out
- ❑ Monitor the open link results for effectiveness
- ❑ Connect to social media
- ❑ Must have an unsubscribe link on each e-newsletter



# In Closing

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## Thomas Jefferson Planning District Commission

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