



CAC Recruitment 2009—Public Outreach

October 21, 2009

Email Announcements

- LCOG list of 600+, plus forwarded by recipients to contacts/networks including (10/5/09 and 10/19/09)
 - Key contacts in Latino organizations in Spanish
 - Environmental Justice List (46 email addresses)
- City of Eugene In-Motion (1600 email addresses; in mid-Oct. and November)
- Invited guests from Community Focus Group plus their networks(10/6/09)
- Key contacts in the business community—including Chambers of Commerce (10/6/09), Lane Leaders (10/22/09), Eugene Executive Association (10/19/09), and West Eugene Collaborative participants (10/14/09)
- Sanipac and other truck-based industries (through Ryan Pape')

Website Postings

- **Posted on www.TheMPO.org Website** (9/22/09 in English, 10/15/09 in Spanish)
- **Announcements on MPO Partner Websites** (est. 10/15/09)
 - Springfield (done), Eugene (done), Coburg, LTD, p2p Solutions, ODOT, and Lane County
 - Include link to online recruitment flyer and application.

Display Ads

- Register Guard (10/25/09 in CityRegion and 10/27/09 in Business)
- Weekly (10/22/09)
- Springfield Times (10/23/09)
- Oregon Daily Emerald (10/23/09)
- LCC Torch (10/29/09)
- Adelante Latino

Metro TV

Notice in calendar (10/05/09)

Radio Public Service Announcements

- Radio LaX
- KLCC (submitted 10/15/09)

LTD Buses

- Interior bus posters in English and Spanish on 115 buses (10/11/09)
- Articles in English and Spanish in *Bus Talk* publication distributed on LTD buses (10/04/09)

(Over)

Flyers

- Post at community gathering places in Coburg, Eugene, and Springfield (1st and 3rd weeks of October)
 - English language—flyers only
 - Spanish language—flyers with applications
- Distribute Hard Copy Flyers and Applications
 - MPC (10/08/09)
 - CAC (10/21/09)
 - TASC (10/08/09)

Contacts to Key Groups

Short agenda items, public comment, or distribution to email networks for key groups:

- Lane Economic Committee (10/19/09)
- United Way
- Senior & Disabled Services Advisory Councils
- Human Services Network

Social Media

We are looking into creating a video to post on TheMPO website and BlipTV that would include basic information about the MPO as well as advertise the recruitment.

Community Event

- CALC (Community Alliance of Lane County) multicultural event, Cornucopia, October 24, 2009