



C2 STRATEGIC
COMMUNICATIONS

TRANSPORTATION SERVICES



At **C2 Strategic Communications**, we simplify the complex, zero in on messaging that matters, facilitate stakeholder relationships and successfully engage the public in person and virtually. In short, we take care of your public involvement and communications needs and deliver excellence for you and your client. Let us help you, your firm and your next project shine!

Connecting with the public and collecting constructive input helps define expectations, build consensus and develop cost-effective transportation solutions. We excel at turning complex subjects into easy-to-understand messages with creative solutions and proven results.

We do more than that, though. Our growing team of seasoned professionals is ready to meet the specific and individualized communications needs for transportation projects of all sizes.

Our **Transportation Services Menu** is designed to make it easier to identify and fill your communications needs.



Services Menu

-  Public Involvement
-  Digital Media
-  Visual Storytelling
-  Communications and Media Relations

Take a look, let us know what questions you have and *how we can help.*

PUBLIC INVOLVEMENT

Public Involvement Plan

A comprehensive public involvement plan serves as a blueprint for action, including goals and objectives, key audiences, strategies and tactics.

\$2,000 - \$3,000

Deliverables: Team consultation, final public involvement plan.

Stakeholder Engagement

Stakeholder Meetings

Proactively engaging stakeholders and providing regular project updates creates a better understanding of your project and builds trust among stakeholders.

\$5,000 - \$7,500

Deliverables: Event plan, invitation coordination, messaging, project handouts, meeting summary.

Stakeholder Outreach

Identifying key stakeholders and communicating proactively helps to build project support and understanding.

\$2,500 - \$7,500

Deliverables: Stakeholder databases, two project updates, inquiry log.

Public Meetings and Hearings

Public meetings provide important touchpoints with the community to share information and gather feedback. C2 will deliver a professional public meeting with all details covered: from identifying and reserving the site to staffing the event.

\$15,000 - \$17,500

Deliverables: Space reservations, event plan, meeting setup and breakdown, display boards, presentation, project handouts, transcription services for public hearings.

Virtual Outreach

Virtual outreach is vital – making it easier to connect with larger audiences and gather key feedback. It enhances in-person meeting opportunities. Outreach may include virtual meeting options, video and online questionnaires.

\$6,000 - \$10,000

Deliverables: Virtual meeting plan, meeting support, meeting recording, meeting summary.



VISUAL STORYTELLING

Video

Videos provide valuable and attention-getting content for your project website, social media sites and meetings. Strong visuals help tell your success story. Videos show project progress, inform and educate.

Pricing dependent on needs.

Deliverables: Aerial video and photography, interviews, video scripting, voiceover, production.

Logo and Brand Development

A vibrant, fresh logo is your project identity and will serve you well throughout your project. We'll work with your team to develop the right brand and logo to carry your project to successful delivery.

\$3,000 - \$6,000

Deliverables: Logo development, brand development, final logo files, brand standards.

Photos

Showcase your office, employees in action or project progress with high-quality photos for your website, collateral materials and project documentation.

\$1,500 - \$2,500+, dependent on needs

Deliverables: On-site photos, quality headshots, finished digital images for use.

Design and Collateral Material

Branded, polished materials set your project apart. Our visual specialists develop designs that meet your project needs.

Pricing dependent on needs.

Deliverables: Project templates, PowerPoint templates, handouts, infographics, graphics, case studies, print ads, digital ads.



DIGITAL MEDIA

Social Media

Social media is an important tool to share project information, set expectations and share key messaging. It's a key forum to disseminate project updates, promote public meetings and encourage people to follow progress.

\$3,000 - \$5,000/month

Deliverables: Social media plan and protocol, monthly content calendars, monthly graphics, motion graphics, scheduling of content, monitoring of social channels, monthly reports.

Project Website

A website is an important one-stop shop for your project and includes project information, FAQs, key messaging, maps, graphics, photos, videos, contact information and more. It serves as a repository for project information as well as a tool for timely updates.

Project Webpage: \$5,000 - \$7,500

Project Website: \$7,500 - \$10,000

Deliverables: Site development, initial content and assets, launch of site with hosting for one year.

Website Management

Regular management means fast and accurate website updates, fresh content and optimum performance for your site.

\$500 - \$1,000/month

Deliverables: Monthly content, regular updates, site maintenance.

E-Communications

E-communications such as newsletters and text alerts ensure people can quickly and easily find information about your project. Deliver meaningful, succinct and engaging content directly to inboxes.

\$10,000 - \$15,000/year

Deliverables: Maintain distribution lists, draft and distribute monthly updates, performance summaries.



COMMUNICATIONS AND MEDIA RELATIONS

Messaging

Messaging matters. Successful messaging will build a better understanding of your project and its benefits. Let us simplify the complex into clear, impactful messaging.

\$2,500 - \$3,500

Deliverables: Team consultation, project key points, FAQs.

Media Relations

Earned media reaches a large audience for a low cost. A proactive flow of information to the media will build awareness, understanding and support for the project.

Pricing dependent on needs.

Deliverables: Media distribution lists, news releases, news event planning and coordination, talking points, media training, media reports.

Crisis Communications

When the unexpected happens, be prepared with experienced and strategic communicators in your corner. We'll meet immediate needs and develop a long-term plan for success.

Pricing dependent on needs.

Deliverables: On-call communications support, key messaging, emergency coordination, on-camera support, communications plan.

Communications Audit

We'll do a thorough review of existing materials for your project or firm to identify top needs and a plan for moving forward.

\$3,000 - \$5,000

Deliverables: Team consultation, audit results, communication recommendations, including anticipated investment.

Note: All pricing is representative of anticipated costs. Actual costs will depend on level of needs, frequency of communication, number of meetings, location, etc. Estimates are provided after client consultation.





C2 STRATEGIC COMMUNICATIONS

Now that you know a little more about us and the services we offer, let us know how we can help.

We're happy to discuss your needs, identify solutions and develop a proposal tailored to you.



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