

Fostering Engagement and Inclusion: A Comprehensive Approach to Public Participation



ABOUT THE COMPANY

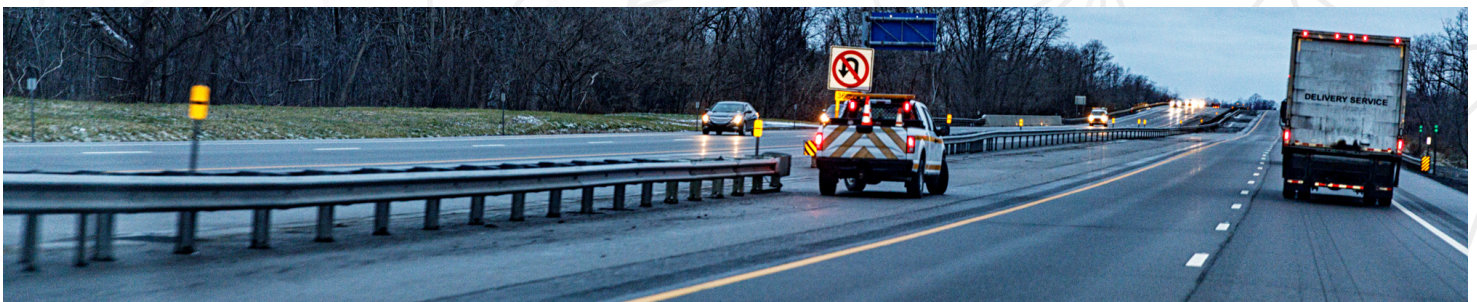
SC Department of Transportation (SCDOT)

The South Carolina Department of Transportation (SCDOT) is a crucial government entity responsible for maintaining and enhancing the state's transportation infrastructure.

Periodically, the SCDOT organizes Triennial Disadvantaged Business Enterprise (DBE) Goal Setting Public Participation Meetings to gather input and insights from stakeholders.

CHALLENGE

ForeSight Communications (FSC) was entrusted with managing email marketing, media relations, meeting coordination, audience identification, and external stakeholder engagement for the SCDOT's Triennial DBE Goal Setting Statewide Public Participation Meetings. The goal was to encourage active participation from a diverse range of stakeholders across the state.



OUR APPROACH

Email Marketing

We implemented targeted email marketing campaigns to reach out to potential participants and stakeholders. Engaging and informative emails were designed to encourage attendance and participation in the public meetings.

Meeting Coordination

We took charge of coordinating the logistics for the statewide public participation meetings. From securing venues to organizing presentations and coordinating speakers, every detail was meticulously planned to ensure seamless events.

External Stakeholder Engagement

Engaging external stakeholders played a vital role in garnering support and participation. We conducted targeted outreach to various organizations, businesses, and advocacy groups to encourage their attendance and involvement.

Media Relations

To enhance awareness and engagement, we conducted strategic media outreach, leveraging press releases and media interactions. Our efforts aimed to generate interest and coverage in local, regional, and industry-specific media outlets.

Audience Identification

Identifying and segmenting the target audience was crucial. We conducted thorough research to understand the stakeholders involved, ensuring that our engagement strategies were tailored to their specific needs and concerns.

CONCLUSION

ForeSight Communications is honored to have been a key player in promoting public engagement and inclusivity for the SCDOT's Triennial DBE Goal Setting Statewide Public Participation Meetings. Our strategic approach ensured active participation, valuable input, and a collaborative environment where stakeholders' voices were heard and incorporated into shaping transportation policies and goals.



RESULTS

The collaboration between **ForeSight Communications and the SCDOT for the Triennial DBE Goal Setting Statewide Public Participation Meetings** produced significant outcomes:

- **Increased Attendance** The comprehensive approach, including email marketing and media relations, resulted in a notable increase in the number of attendees at the public participation meetings.
- **Diverse Stakeholder Engagement** Through targeted audience identification and external stakeholder engagement, a diverse range of stakeholders participated, providing valuable insights and perspectives.
- **Positive Media Coverage** The media relations efforts led to positive coverage of the public participation meetings, contributing to increased awareness and understanding of the SCDOT's initiatives.



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