

MN-MRPC Drive Month.

Drive Month is a MN- MRPC program promoting driving the Great River Road in September. It is designed to coordinate with all the other 10 MRPC states to maximize reach. In Minnesota, we have had the additional objective of partnering with another state agency or set of ICs to extend the reach further and to add the benefit of partner engagement.

Our practice has been to establish goals that are mutually agreed to.

Plan components have been:

- Governor's proclamation – takes nearly two months. It is sent to the MRPC NO
- Updated media lists, IC lists, VCB lists
- News release - create
- News release disseminated to our media list and our partner agencies, ICs and CVB's for their awareness, use and distribution.
- Social media posts to Facebook and Instagram.
- Media pitches to targeted publications
- Provide new supply of maps to key sites in advance of September
- Collect art for use on website, media posts in conjunction with the theme.
- Monitor partner agency posts and media hits for continued posting.
- Website posting via links, banners and buttons, and sometimes special page development
- Enlist commissioners for social media posts and localized media responses.
- Monitor requests for maps as a measure of reaching our goals
- Monitor media hits and social media hits, as well as downloads and website visits as a measure of reaching our goals.
- Write and distribute a report on outcomes

Partnering is a benefit, but it does not reduce MN-MRPC's ownership of the Drive Month promotion. This is a MN-MRPC program to fulfill our mission to promote, preserve and enhance the traveler experience of the Mississippi River.

Because September is Drive Month, postings and media releases need to start being made in the third-to-fourth week of August.