Know Before You Go, Social Media and Communications Outreach

Alex Lee, Senior Technologist for Public Involvement
Shane Peck, Senior Communications Manager

March 11, 2015
What’s wrong with this picture?
How does one manage large-scale infrastructure projects; how do we effectively communicate with the multiple stakeholders who utilize a variety of information sources
Public and Community Relations Challenges

• Misinformation/rumors (Sound Walls, Right-of-Way)
• Construction Impacts/Traffic Delays
• Reforestation/Landscaping/Environmental
• Operational Concerns/Understanding entrance and exits points
Transportation Management Plan

Incident Management/Intelligent Transportation Systems
- Dedicated Safety Service/Police/TOC
- Real-time traveler information
- Lane Closure Management

Transportation Demand Management /Transit
- Transit service
- Commuter solutions
- Employer solutions

Public Affairs/Communications
- Robust public outreach
- Coordinated approach
- Project messages

Local Network Operations
- Respond to construction impacts
- Monitor roadway conditions
- Implement traffic calming
Public Affairs/Communications

Overview
• Focus on community outreach and media relations to inform daily corridor travelers and impacted residents and businesses

• Audiences include:
  – Residents
  – Motorists
  – Businesses
  – Elected Officials

• Outreach Toolbox:
  – Social Media: Website/Electronic communications
  – Media: print, radio, television
  – Stakeholder meetings/events
  – Elected Official briefings
  – Direct impact door-to-door
  – Employer Solutions
Connect with the Community

• Gain community support
• Provide facts to counter project opposition, reduce misinformation
• Break down walls, make agency more accessible
• Respond to criticism, give a voice to the agency
• Encourage community interaction and input with questions and contests
• Emergency management and response: provide immediate facts as available rather than silence or a belated press release
Social Media Usage Today:
52% of all internet users use two or more social networking sites

- 288 million active monthly users of Twitter
- 500 million tweets per day
- 80% of Twitter active users are on mobile

- 135 million active US users; 1.39 billion worldwide
- 1.19 billion are mobile users
- 82% of users get their news from Facebook

- 300 hours of video uploaded every minute

- All 24 federal agencies are using Twitter and YouTube, 23 of 24 are using Facebook (OMB does not)

- 83% have an active corporate Twitter account
- 80% have an active corporate Facebook account
**Social Media Implementation**

- **Twitter**: Send project alerts, provide fun facts, answer questions
- **Facebook**: Engage the community and encourage questions and discussion
- **Flickr**: Share construction and community event photos
- **YouTube**: Provide engaging content that informs and entertains with a personal look at project staff and ongoing construction