Ohio River Bridges Project: Communications & Public Outreach

Angela Nichols - Program Manager, INDOT
Paul Boone, PE - Project Manager, INDOT

March 8, 2016

Purdue Road School
Presentation Outline

- Project Overview
- Internal Communications
- Mitigating Internal Challenges
- External Communications
- Mitigating External Challenges
- Lessons Learned
Project Overview

- Project Location
Project Overview
Internal Communications

AND THAT IS WHY WE LIFT ON THREE...

COMMUNICATION

DOLISHAN.com
Internal Communications

- Challenges
Internal Communications

- Indiana Finance Authority
- Indiana Department of Transportation
  - Central Office & Executive Staff
  - Seymour District
- Project Staff
  - Consultants
Internal Communications

- Kentucky Transportation Cabinet
- WVB East End Partners, LLC
  - Communications Consultant
  - Contractor
- Governor’s Office
- Federal Highway Administration
Internal Communications

- Mitigating the Challenges
  - Internal Communications Plan
Internal Communications

- The Communications Plan
  - Major Components
    - Project Team Directory
    - Organizational Chart
    - Communications Flowcharts
Communications Flowcharts

- Are you hungry?
- Yes → Do you want to eat healthy?
- Yes → No you don't
- Hell no
- Oh right
- Yes you are
- Cake!

twiceshy.bitedaily.com
Internal Communications

- Communications Flowcharts
  - Public
  - Internal INDOT Customers
  - Media
  - Kentucky Transportation Cabinet
  - Indiana Finance Authority
Internal Communications

- The Communications Plan
  - Major Components
    - Project Team Directory
    - Organizational Chart
    - Communications Flowcharts
    - Bi-State Communications Protocol
    - Construction/Field Personnel Protocol
    - Communications Log
    - Media Protocol
    - Proactive Communications
Internal Communications

- Mitigating the Challenges
  - Internal Communications Plan
  - Scheduled Communications Calls
  - Tracking
    - Communications Log
## Internal Communications

### Communications Log

#### Major Elements

- Customer’s Name & Contact Information
- Message or Purpose of the Call / Call Type Category
- Who is Responsible for Follow Up / Closed Entry

<table>
<thead>
<tr>
<th>Caller Name</th>
<th>Date of Call</th>
<th>Caller’s Phone Number</th>
<th>Caller’s Address</th>
<th>Caller’s Email Address</th>
<th>Message or Purpose of Call</th>
<th>Call Received By</th>
<th>Call Type Category</th>
<th>Form Counter</th>
<th>Follow Up Needed?</th>
<th>Follow Up Assigned To</th>
<th>Closed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angela Nichols</td>
<td>12/05/2015</td>
<td>812-920-0506</td>
<td>1039 Spring St, Jeffersonville, IN 47130</td>
<td><a href="mailto:anichols@indot.in.gov">anichols@indot.in.gov</a></td>
<td>Brief description of call or email. Date it was responded to or resolved.</td>
<td>Mike Bosc</td>
<td>Damage Claim</td>
<td>1</td>
<td>Yes</td>
<td>Paul Boone</td>
<td>12/7/2015</td>
</tr>
<tr>
<td>Andrew Brady</td>
<td>12/07/2015</td>
<td>219-456-7890</td>
<td>Unknown</td>
<td><a href="mailto:anew@bridgesagency.com">anew@bridgesagency.com</a></td>
<td>Mr. Brady emailed on 12/7/2015 and asked when tolling would begin on the New Bridges. Angela responded that tolling was to begin when the East End Crossing opened to traffic in late 2016.</td>
<td>Angela Nichols</td>
<td>Tolling</td>
<td>2</td>
<td>No</td>
<td></td>
<td>12/7/2016</td>
</tr>
<tr>
<td>Andrew Brady</td>
<td>12/09/2015</td>
<td>219-456-7890</td>
<td>Unknown</td>
<td><a href="mailto:anew@bridgesagency.com">anew@bridgesagency.com</a></td>
<td>Mr. Brady emailed the Indiana Ombudsman and asked where he could get a transponder for tolling. This Indiana Ombudsman forwarded the email to Angela Nichols on 12/9. Angela responded on 12/9 and copied the Indiana Ombudsman with information from David Talty and Carl Murphy - Room&amp;ink transponders will be available beginning in mid-2016 – well in advance of the start of tolling. Two walk-up centers are being established where drivers can gather information, receive transponders, and learn or manage accounts. The walk-up centers will be located at 900 East Main St. in downtown Louisville, and 133 Quartermaster Court in Jeffersonville. In addition, plans are being developed to make transponders available at local retailers through the Room&amp;ink toll free customer service number 855-446-0463 and on the Room&amp;ink website, <a href="http://www.room&amp;ink.com">www.room&amp;ink.com</a> which will be online by mid-2016 and serve as a primary source for tolling information.</td>
<td>Angela Nichols</td>
<td>Tolling</td>
<td>3</td>
<td>No</td>
<td></td>
<td>12/10/2015</td>
</tr>
<tr>
<td>Jack Black</td>
<td>12/09/2015</td>
<td>556-765-4321</td>
<td>2020 Vision Lane, Jeffersonville</td>
<td>JBL-Consultant, LLC</td>
<td>12/7 Mr. Black called to report that he has received no response to the damage claim he filed stating that his car was hit by a work from the bridge on 11/11. Angela Nichols explained that she would look into his concern and someone from the developer's team would be in touch with him. 12/10 A check of the records indicated that Mootard called him on 11/11, and sent him a damage claim form via email. WBB received his completed form on 12/11. Chad Connell (WBB) said Mr. Mootard’s damage claim was approved and a letter sent to him via US mail on 12/7. Mootard will contact Mr. Black to let him know that a letter has been sent to him.</td>
<td>Angela Nichols</td>
<td>Damage Claim</td>
<td>4</td>
<td>Yes</td>
<td>National Lead WBB</td>
<td>12/12/2015</td>
</tr>
</tbody>
</table>
Internal Communications

- Mitigating the Challenges
  - Internal Communications Plan
  - Scheduled Communications Calls
  - Tracking
    - Communications Log
    - Pie Charts
Internal Communications

- Pie Charts

Contacts Since Inception

- Meetings or Presentation 7%
- Request & Outreach 6%
- Miscellaneous 7%
- Tolling 6%
- Utility Complaints 1%
- Aesthetics, Landscape & Sound Barrier 6%
- Blasting 6%
- Construction or Traffic Complaint 21%
- Blasting & Damage Claims 15%
- DT Crossing 8%
- Information Requests including ROW 13%
- Environmental & Historic Preservation 3%

Percentages based on 2116 contacts logged
*not all contacts were logged initially
Internal Communications

- Pie Charts

Contacts Previous 90 Days
- Tolling 40%
- Construction or Traffic Complaint 14%
- Media 7%
- DT Crossing 12%
- Aesthetics & Landscape & Sound Barrier 8%
- Blasting & Damage Claims 4%
- Utility Complaints 0%
- Miscellaneous 3%
- Meeting or Presentation Request & Outreach 4%

Percentages based on 251 contacts logged

Contacts Since Inception
- Construction or Traffic Complaint 21%
- Blasting & Damage Claims 15%
- Tolling 6%
- DT Crossing 8%
- Environmental & Historic Preservation 3%
- Information Requests including ROW 13%
- Media 7%
- Miscellaneous 7%
- Meeting or Presentation Request & Outreach 6%
- Aesthetics, Landscape & Sound Barrier 6%

Percentages based on 2116 contacts logged

*not all contacts were logged initially
Internal Communications

- Mitigating the Challenges
  - Internal Communications Plan
  - Scheduled Communications Calls
- Tracking
  - Communications Log
  - Pie Charts
  - Website Analytics
Internal Communications

Website Analytics

Website (East End Crossing)

Overview

- 18,102 Visits
- 9,152 Desktop Visits
- 7,066 Mobile Visits
- 1,884 Tablet Visits
- 12,926 Users
- 10,849 New Users
- 41,715 Pageviews
- 2 min 25 sec Average Visit Duration

Site Traffic (by Pageviews)

Key Page Performance

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Overview</td>
<td>4,874</td>
<td>3,436</td>
<td>1:14</td>
</tr>
<tr>
<td>Roundabouts</td>
<td>4,579</td>
<td>3,735</td>
<td>4:01</td>
</tr>
<tr>
<td>Project Videos</td>
<td>4,528</td>
<td>3,917</td>
<td>6:19</td>
</tr>
<tr>
<td>Live Camera Feed</td>
<td>3,192</td>
<td>2,548</td>
<td>3:38</td>
</tr>
<tr>
<td>Traffic</td>
<td>1,443</td>
<td>1,249</td>
<td>2:00</td>
</tr>
<tr>
<td>Maps and Features</td>
<td>1,412</td>
<td>1,133</td>
<td>1:28</td>
</tr>
</tbody>
</table>
Internal Communications

- Website Analytics

**Key Traffic Drivers**

Facebook Posts: Opening of the Roundabouts

**Lingering Effect**

- 1 Days

**Site Traffic (by geography)**

- 33%
- 37%

<table>
<thead>
<tr>
<th>City</th>
<th>Visits</th>
<th>City</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeffersonville</td>
<td>2,925</td>
<td>Louisville</td>
<td>4,653</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>620</td>
<td>Glasgow</td>
<td>419</td>
</tr>
<tr>
<td>New Albany</td>
<td>565</td>
<td>La Grange</td>
<td>230</td>
</tr>
<tr>
<td>Charlestown</td>
<td>280</td>
<td>Lexington</td>
<td>149</td>
</tr>
</tbody>
</table>

**Traffic Origins**

- Government Sites (43%)
- Organic (25%)
- Direct (19%)
- Social (14%)

**Summary**

**Observation**

Facebook drove over 1,400 sessions in one day when from posts about the roundabouts.

Most of the traffic from Glasgow originated on Facebook and was directed towards the roundabouts page.
Internal Communications

- Mitigating the Challenges
  - Internal Communications Plan
  - Scheduled Communications Calls
- Tracking
  - Communications Log
  - Pie Charts
  - Website Analytics
  - Monthly Executive Staff Update
External Communications

Internal  External
External Communications

- External Communication Challenges
  - Local Residents
    - Public Sentiment
  - Traveling Public
  - Local Stakeholders
External Communications

- Local Stakeholders

Elected Officials

PORTS of INDIANA

Southern Indiana

Chamber & Economic Development

One

RIVER RIDGE

COMMERCE CENTER
External Communications

- External Communication Challenges
  - Local Residents
    - Public Sentiment
  - Traveling Public
  - Local Stakeholders
  - Local Municipalities
External Communications

- Local Municipalities

The City of Green Springs
External Communications

- Mitigating the Challenges
  - **Single Point of Public Contact** & One on One Communication with Local Residents
External Communications

- Mitigating the Challenges
External Communications

- Project Website - A One Stop Shop

![Project Website Screenshot]
External Communications

- Project Website - A One Stop Shop
- Weekly Traffic & Blasting Alerts
  - Local Media Outlets
  - Email
  - Text
  - Twitter
  - Facebook
  - Website Posting
External Communications

- **Frequent Website Updates**
  - Project & Construction Photos
  - Live Camera Feed of Construction
External Communications

- **Frequent Website Updates**
  - Project & Construction Photos
  - Live Camera Feed of Construction
  - Google Earth Interactive Overlay
  - Virtual Project Tours
External Communications

- Proactive Public Outreach
  - Presentations & Project Updates
    - Local Government, Civic & Social Organizations
    - Homeowners Associations
    - Emergency Personnel
External Communications

- Proactive Public Outreach
  - Open Houses & Public Meetings
    - Construction Kickoff
    - Aesthetics
    - Construction & Blasting Impacts
      - Approximately 490 Residences Within 500’ of Project Blasting Limits
    - Roundabout Outreach
External Communications

- Roundabout Outreach
  - Interchange Specific Brochures and Presentation Boards
  - Interactive Point to Point Animation
Point to Point Navigation

East End Crossing Open House

7/23/2015

SR 265/SR 62/Port Road Interchange

- Port Road to SR 62 WB to 10th Street / Jeffersonville
- Port Road to SR 62 EB to Charlestown
- Port Road to SR 265 EB to the East End Bridge
- Port Road to SR 265 WB to I 65
- East End Bridge to SR 62 EB to Charlestown
- East End Bridge to SR 265 WB to I 65
- East End Bridge to 10th Street / Jeffersonville
- East End Bridge to Port Road
- SR 62 WB to SR 265 WB to I 65
- SR 62 WB to 10th Street / Jeffersonville
- SR 62 WB to Port Road
- SR 62 WB to the East End Bridge
- I 65 to SR 265 EB to SR 62 EB to Charlestown
- I 65 to SR 265 EB to the East End Bridge
- I 65 to SR 265 EB to Port Road
- I 65 to SR 265 EB to 10th Street / Jeffersonville
- 10th Street / Jeffersonville to Port Road
- 10th Street / Jeffersonville to the East End Bridge
- 10th Street / Jeffersonville to SR 62 EB to Charlestown
- 10th Street / Jeffersonville to SR 265 WB to I 65
Return Port Road to SR 62 WB to Jeffersonville 10th Street
External Communications

- Roundabout Outreach
  - Interchange Specific Brochures and Presentation Boards
  - Interactive Point to Point Animation
  - Walkable Interchange Exhibit
External Communications
Lessons Learned

- Proactive Communication - Our Most Valuable Tool
- Tracking! Tracking! Tracking!
- Timing is Everything

Lessons Learned
recognize mistakes
observe what works
document them
share them