



Keeping Customers Informed: The South Split Experience

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Communications Planning

- **Tight project development timeline**
 - Began after Feb. 22 bridge strike, repairs
 - Communications plan ready for June 26 announcement
- **Focus on video**
 - Traditional media
 - Social media
 - SouthSplit.in.gov



Purpose and Need

- **Videos of oversize loads striking bridge**
 - Illustrated severity and frequency of problem
 - Viral content for TV, web and social media
 - Video shared following additional strikes
 - Helped build public support for closure, inform of permit requirements

Virginia Avenue Bridge
"Greatest Hits" Video

<http://youtu.be/HoisCDmpSsU>



Stakeholder Outreach

- **Targeted outreach alongside launch**
 - Included in traffic management plan
 - Direct outreach to traffic generators, downtown destinations, event venues, major employers, schools, hospitals, emergency responders, neighborhood associations, and trucking industry
 - Asked businesses to inform patrons, adjust logistics, modify websites, etc.
 - Partnered with city, mayor's liaisons
 - Presented to neighborhood associations
 - Public open houses at Indiana Convention Center



Maps & Graphics

- Visual aids for commuters, through traffic

- Maps on website and social media
- 30,000 rack cards distributed through local businesses, civic groups and inbound rest areas

- Open and closed ramps
- Official detours
- QR code



Staying Up to Speed

- **Updates showed rapid progress**
 - Time-lapse videos published every 1-2 weeks
 - Kept local media, public updated on project
 - Email updates to GovDelivery subscribers
 - Proactive messages reduce questions, complaints
 - Regular and frequent posts to social media
 - Photos and Instagram videos
 - Effective, inexpensive, unfiltered
 - #SouthSplit

South Split Project
Time-lapse Videos
<http://bit.ly/1bw0fGj>



Ahead of Schedule

- **Governor visit**
 - 1 week before opening
 - Helped mark progress, set expectations, warn of unexpected delays
 - Statement published
- **Opening video**
 - Taped in advance
 - Released before 11 p.m. local news



South Split Opens 15 Days Ahead of Schedule Video

<http://bit.ly/MvZGqC>

Stay Informed



www.SouthSplit.in.gov
GovDelivery email alerts



Indiana Department of
Transportation: East Central



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