Keeping Customers Informed: The South Split Experience

March 11, 2014

Will Wingfield, INDOT Media Relations
Nathan Riggs, INDOT Media Relations
Teresa Morris, JTRP Communications
Steven Lavrenz, Purdue University
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

@INDOT_ECentral
#SouthSplit

Toll Free 855-463-6848
EastCentraII N@indot.in.gov