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

Your Large-Scale Project
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