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
AND THAT IS WHY WE LIFT ON THREE...

COMMUNICATION
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
Internal Communications

- Communications Flowcharts

1. Are you hungry?
   - No
   - Yes: Do you want to eat healthy?
     - No: Hell no.
     - Yes: Cake!
       - Yes you are
       - Hell no.

   - Oh right.

   - Twice shy. 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>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>312-920-0500</td>
<td>1039 Spring St, Jeffersonville, IN 47130</td>
<td>Mr. Black emailed on 12/7/2015 asking when tolling would begin on the New Bridges. Angela responded that tolling was not to begin until the East End Crossing opened to traffic in late 2016.</td>
<td>Mike Doss</td>
<td>Damage Claim</td>
<td>1</td>
<td>Yes</td>
<td>Paul Boone</td>
<td>INDOT</td>
</tr>
<tr>
<td>Andrew Brady</td>
<td>12/07/2015</td>
<td>312-456-7690</td>
<td>Unknown</td>
<td>Angela Nichols emailed the Indiana Ombudsman and asked where she could get a transponder for tolling. The Indiana Ombudsman forwarded the email to Angela Nichols on 12/7. Angela responded on 12/10 and copied the IN Ombudsman with information from David Talley and Chris Murphy. 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 of any changes or costs to account for. The walk-up centers will be located at 400 East Main St. in downtown Louisville, and 103 Quartermaster Court in Jeffersonville. In addition, plans are being developed to make transponders available at local retailers through the RiverNick toll free customer service number 1-800-423-4442 and on the RiverNick website, <a href="http://www.RiverNick.com">www.RiverNick.com</a> which will be online by mid-2016 and serves as a primary source for tolling information.</td>
<td>Angela Nichols</td>
<td>Tolling</td>
<td>2</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andrew Brady</td>
<td>12/08/2015</td>
<td>312-456-7690</td>
<td>Unknown</td>
<td>John Black called to report that he has received no response to the damage claim he filed stating that his car was hit by a rock from the bridge and that Mr. Black's insurance policy was not covered. Angela Nichols explained that she would look into his concern and someone from the developer's team would be in touch with him.</td>
<td>Angela Nichols</td>
<td>Damage Claim</td>
<td>3</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jack Black</td>
<td>12/09/2015</td>
<td>509-765-4321</td>
<td>2020 Vision Lane, Jeffersonville</td>
<td>Jack Black called to report that he has received no response to the damage claim he filed stating that his car was hit by a rock from the bridge.</td>
<td>Angela Nichols</td>
<td>Damage Claim</td>
<td>4</td>
<td>Yes</td>
<td>National Lead</td>
<td>WWB</td>
</tr>
</tbody>
</table>
Internal Communications

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

- **Pie Charts**

  ![Pie Chart: Contacts Since Inception]

  **Contacts Since Inception**

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

  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%
- DT Crossing: 12%
- Media: 7%
- Miscellaneous: 3%
- Meeting or Presentation Request & Outreach: 4%
- Utility Complaints: 0%
- Aesthetics & Landscape & Sound Barrier: 8%
- Blasting & Damage Claims: 4%
- Environmental & Historic Preservation: 0%
- Information Requests - Including ROW: 7%

Percentages based on 251 contacts logged

**Contacts Since Inception**
- Construction or Traffic Complaint: 21%
- Blasting: 6%
- Tolling: 6%
- Utility Complaints: 1%
- Aesthetics, Landscape & Sound Barrier: 6%
- Information Requests including ROW: 13%
- DT Crossing: 8%
- Blasting & Damage Claims: 15%
- Environmental & Historic Preservation: 3%
- Meeting or Presentation Request & Outreach: 6%
- Miscellaneous: 7%
- Media: 7%
- Clearing & Demo Contract: 1%

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
- 2min 25sec 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>
</tr>
</thead>
<tbody>
<tr>
<td>Jeffersonville</td>
<td>2,925</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>620</td>
</tr>
<tr>
<td>New Albany</td>
<td>565</td>
</tr>
<tr>
<td>Charlestown</td>
<td>280</td>
</tr>
<tr>
<td>Louisville</td>
<td>4,693</td>
</tr>
<tr>
<td>Glasgow</td>
<td>419</td>
</tr>
<tr>
<td>La Grange</td>
<td>230</td>
</tr>
<tr>
<td>Lexington</td>
<td>149</td>
</tr>
</tbody>
</table>

Traffic Origins

- Government Sites (45%)
- 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

- Ports of Indiana

- Elected Officials

- One Southern Indiana

- Chamber & Economic Development

- RiverRidge 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

Clark County
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

[Image of project website]

The East End Crossing
Click here for project details, mapping, photos and videos.

Watch new slide shows with aerial views of construction as well as inside views of the tunnel.

Watch the videos
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
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
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
Questions