

# **Breaking through the noise: Effectively reach your customers**

**Carita Parks**

**Senior Communications Coordinator**



**Who works in communications?**

# Agenda

- 01 Communication Then and Now
- 02 Research and Risk Assessment
- 03 Strategies to Reach Your Audience
- 04 Customer Acceptance

# Communications Then and Now

- Never write a letter when a phone call will do
- Never make a phone call when a face-to-face conversation will do
- Never have a conversation when a handshake will do



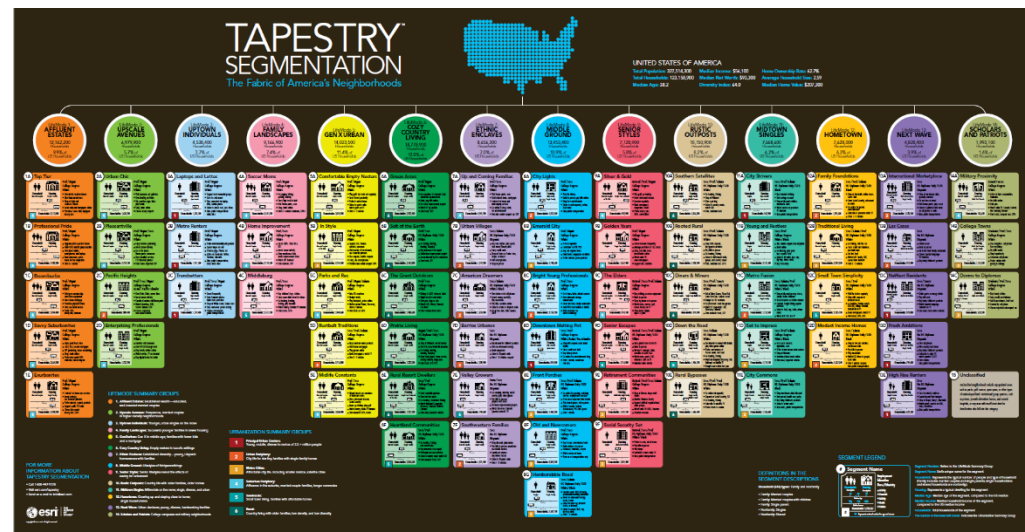
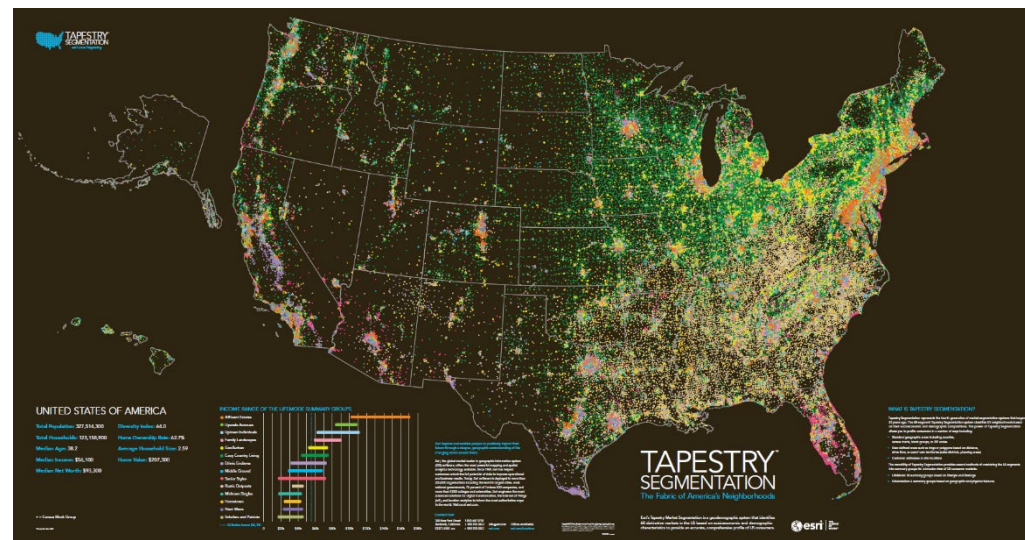
# Research



**Do you analyze your community?**

# Know Your Audience

- GIS Analysis
- Cater to your audience
- Pop-up meeting and message types



**Do you take the time to consider previous project history in your area before beginning outreach on a new one?**



# Assessment Of Risk

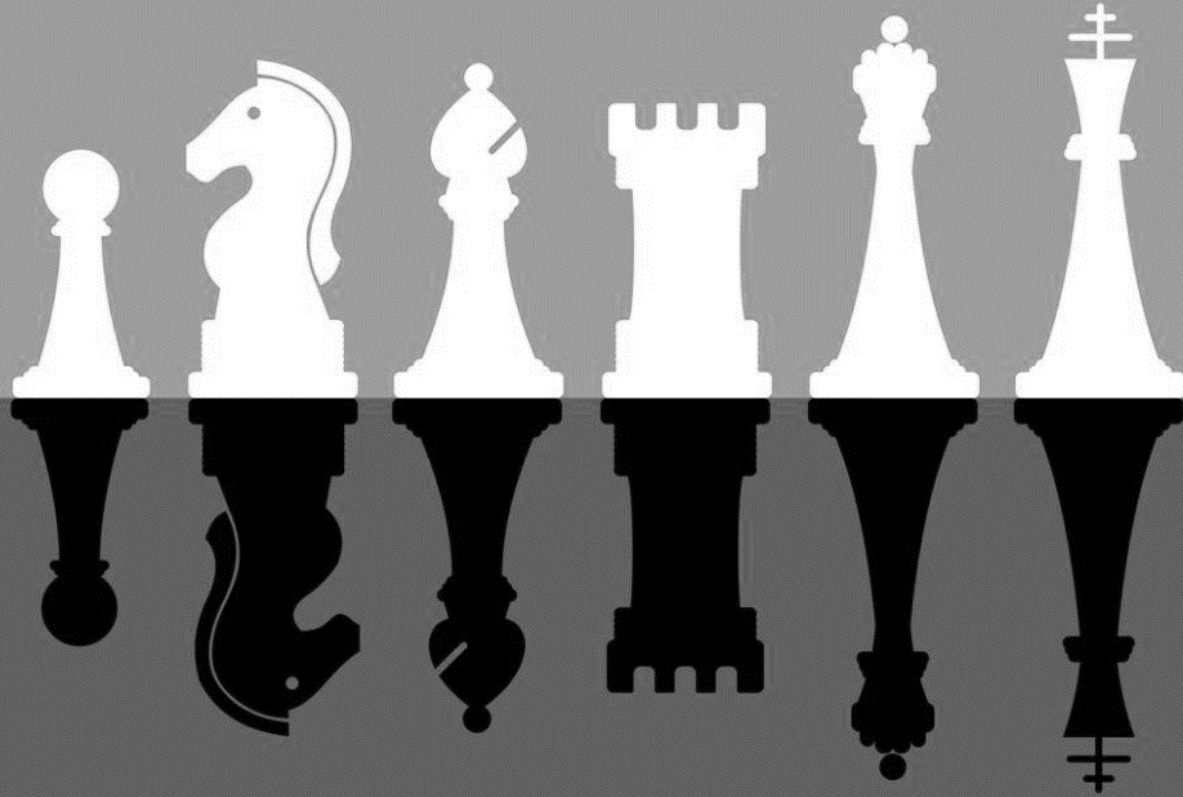
- Social, political and regulatory climate
- Historical and cultural overview
- Past major development projects
- Key influencers and decision makers
- Socioeconomics
- Social influencer identification



# Communications and Outreach Planning

1. Social and Political Risk Assessment
2. Communications and Engagement Plan
3. Tools and Tactics
  - Message Development
  - Social Media
  - Video
  - Events





# Strategies

# STRATEGY

## ENGAGING CONTENT TO REACH TODAY'S AUDIENCE

- ✓ Visual Documents
- ✓ Infographics
- ✓ Web Development
- ✓ Video Content
- ✓ Social Media



# DOCUMENT DESIGN



PROPOSED EXPRESS LANE - I-680 ALCOSTA BLVD. TO LIVORNA RD./RUDGEAR RD. JANUARY 2014

## WHAT ARE EXPRESS LANES?

Express lanes are specially-designated highway lanes that are free for carpools, vanpools, buses and other eligible vehicles and also allow solo drivers to choose to pay tolls to use the lanes. Tolls for solo drivers vary based on the level of congestion and to ensure traffic in the express lanes flows smoothly. Tolls increase as traffic congestion increases and decreases as congestion decreases.

## EXPRESS LANES BENEFITS

### BAY AREA HIGHWAY TRAFFIC CONGESTION RANKS AMONG THE WORST IN THE NATION.

#### EXPRESS LANES WILL:

- Create a seamless network of HOV lanes to encourage carpools, vanpools and express buses;
- Make the best use of HOV lane capacity;
- Provide more reliable travel times for solo drivers; and,
- Better manage lanes to keep traffic moving.

## ABOUT BAIFA

BAIFA is a Joint Powers Authority (JPA) between the Metropolitan Transportation Commission (MTC) and the Bay Area Toll Authority (BATA). The Authority consists of elected officials from Alameda, Contra Costa, Napa and Solano counties. When the express lanes network is complete, BAIFA will operate 270 miles of express lanes. BAIFA will first convert 150 miles of existing High Occupancy Vehicle (HOV) lanes to express lanes and will later add 120 miles of new lanes to close key gaps in the express lane system.

## PROJECT SCHEDULE



## PROJECT COST

The total cost for this I-680 project is approximately \$45 million, which includes planning, design and construction.



#### HOW TO REACH US:

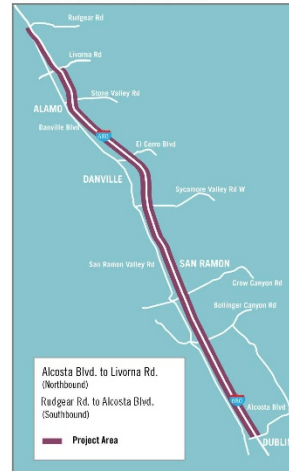
Visit [www.BAIFaexpresslanes.org](http://www.BAIFaexpresslanes.org) or contact MTC Public Information at (510) 817-5757.



PROPOSED EXPRESS LANE - I-680 ALCOSTA BLVD. TO LIVORNA RD./RUDGEAR RD. JANUARY 2014



## I-680 PROJECT DETAIL MAP



## PROJECT DESCRIPTION

The Project would convert existing HOV lanes to express lanes on I-680 from Rudgear Rd. to Alcosta Blvd. in the southbound direction and from Alcosta Blvd. to Livorna Rd. in the northbound direction. It would result in 23 new express lane miles through San Ramon, Danville, Alamo and southern Walnut Creek. No widening or additional lanes would be added to the freeway. This conversion project would include striping lanes and installing sign gantries, signage, FasTrak® toll tag readers, and traffic monitoring video cameras. In addition, BAIFA would install equipment and observation areas to help the California Highway Patrol (CHP) enforce proper use of the lanes. The Bay Area Infrastructure Financing Authority (BAIFA) would operate this express lane.

## PROJECT PARTNERS



#### HOW TO REACH US:

Visit [www.BAIFaexpresslanes.org](http://www.BAIFaexpresslanes.org) or contact MTC Public Information at (510) 817-5757.

# DOCUMENT DESIGN

WELCOME



# 2018

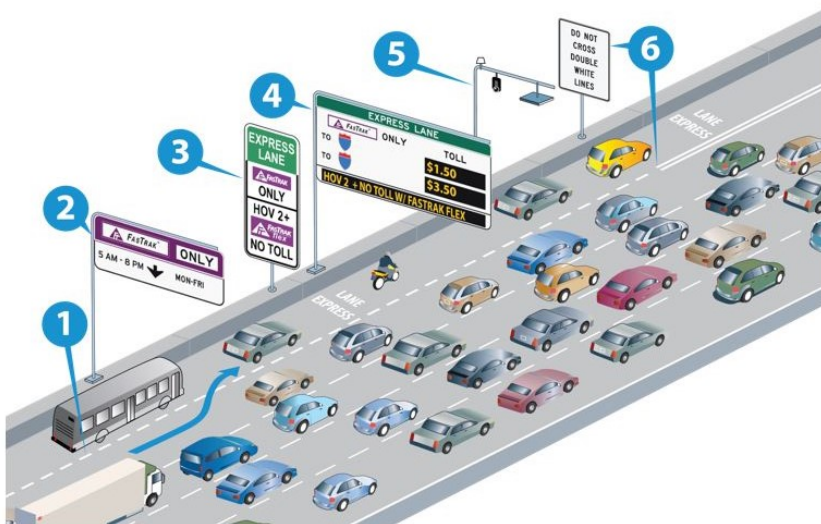
COUNCIL BLUFFS INTERSTATE SYSTEM

## ANNUAL REPORT





# INFOGRAPHICS



## HOW EXPRESS LANES WORK

- 1 Dashed Lines show where it is OK to enter and exit the express lane.
- 2 All Vehicles must have a regular or FasTrak Flex® toll tag to drive in the express lane during hours of operation.
- 3 Carpools, vanpools, and other eligible vehicles with FasTrak Flex® travel toll-free. Carpool occupancy requirements may vary by lane.
- 4 Pricing signs display the express lane toll for travel to specific destinations.
- 5 Electronic toll tag readers automatically charge the appropriate tolls to a vehicle's FasTrak account.
- 6 A solid double white line shows restricted access area buffers where it is illegal to enter and exit the express lane. These access limitation improve traffic flow.

# INFOGRAPHICS

## DYNAMIC PRICING



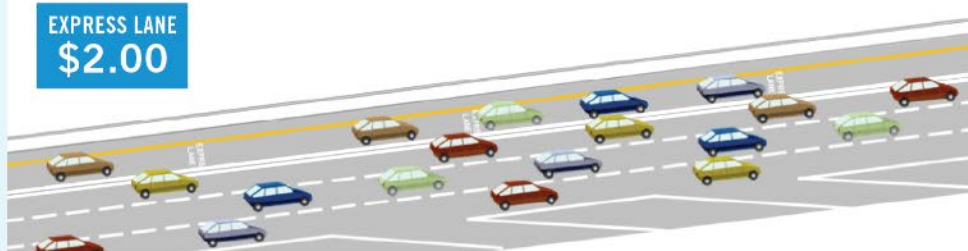
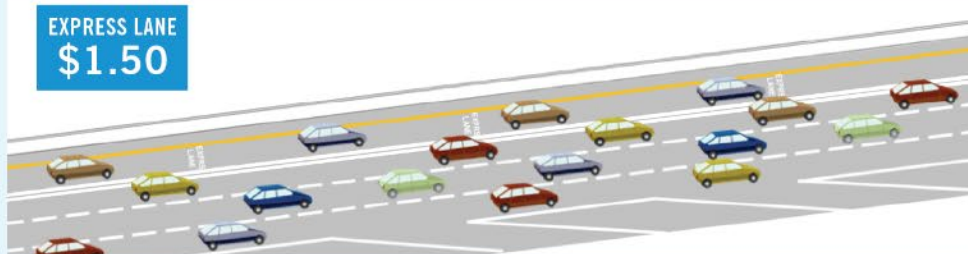
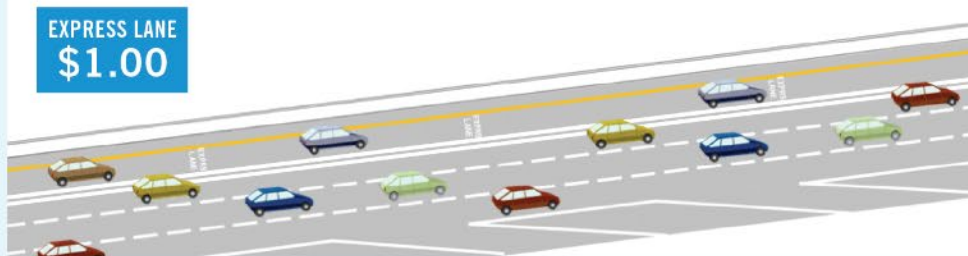
### SOLO DRIVERS

Tolls for solo drivers increase as express lane congestion increases.



### OPERATION

Traffic in the express lane will be managed to provide reliable express lane travel times.





**How many of you are using  
graphics to develop clear public-  
facing content?**

# WEB DESIGN



CONSTRUCTION



OVERVIEW



STAY INFORMED



QUICKLINKS



FACT SHEET

## 680 SOUTHBOUND EXPRESS LANE PROJECT

(Martinez to Walnut Creek)  
Part of the 680 Innovation Corridor



**Could you easily find information if you weren't familiar with the project?**

# VIDEO

40%

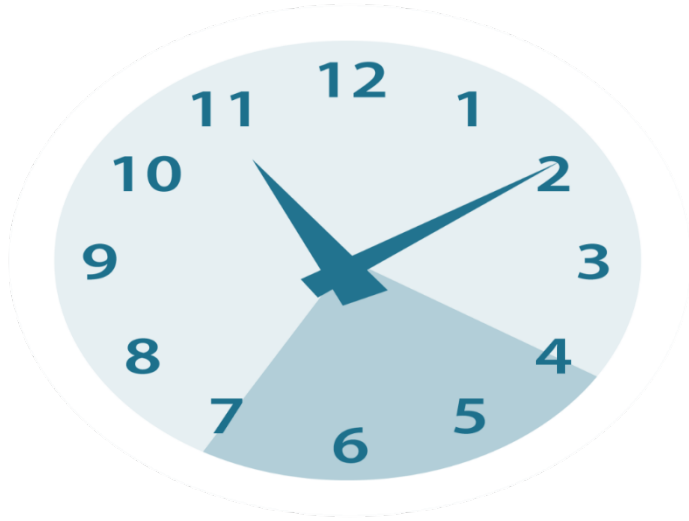
**OF TEXANS LIVE  
WITHIN METROPOLITAN  
AREAS ALONG I-35**



<https://hdr.wistia.com/medias/2d9hokeydx>

**Are you using video content?**

# PUBLIC MEETINGS



Traditional  
Public Meeting Times

Online Content  
Accessible

**24/7**

# ONLINE MEETINGS



Welcome



Purpose of this Meeting



What is the Ashland to Petersburg Trail Study?



Study Process



Project Purpose



Types of Trails

## Ashland to Petersburg Trail Study Online Meeting



### Welcome

Welcome to the online public meeting for the Ashland to Petersburg Trail Study. The Virginia Department of Transportation is developing a study to identify a preferred corridor for a multi-use trail corridor that will connect people and places within the counties of Chesterfield, Hanover and Henrico, cities of Colonial Heights, Petersburg and Richmond, and the Town of Ashland.

#### WELCOME



To navigate through the meeting, click on the arrows on the right and left side of your screen.



If you have comments or questions on any of the material included in this online meeting, please submit your comments and feedback using the contact information provided at the conclusion of this presentation. You are also invited to complete an online survey and explore interactive mapping, where



# ONLINE MEETINGS



Purpose of this Meeting



What is the Ashland to Petersburg Trail Study?



Study Process



Project Purpose



Types of Trails



Corridor Evaluation Considerations



## Ashland to Petersburg Trail Study Online Meeting



### Project Purpose

#### WHAT IS THE PROJECT PURPOSE?

The Ashland to Petersburg Trail Study will identify a preferred corridor for multi-use trail segments, with the purpose to address active transportation needs in the Richmond metropolitan region.

Enhanced Connectivity

Improve Safety

Consistent with State, Regional, and Local Transportation Planning Missions

Others? Provide Your Feedback!



The Ashland to Petersburg Trail Study will identify a preferred corridor for multi-use trail segments, with the purpose to address active transportation needs in the Richmond metropolitan region. The recommended improvements identified in the Ashland to Petersburg Trail Study will enhance connectivity to existing active transportation facilities or areas of interest, like work, school, or shopping. It will also improve safety for the non-motoring public; and it will be developed consistent with statewide, regional, and local transportation planning missions.

We encourage you to provide input on active



# ONLINE MEETINGS



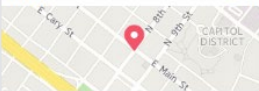
**Have you implemented online meetings?**

[Create a Page](#)

Like Share ...

[Contact Us](#) [Send Message](#)

#safetytiptuesday

[See All](#)[See All](#)[See All](#)

 [Suggest Edits](#)

## People



July 23 at 9:55 AM · 🌐

Or just ask questions and learn more. We will have cookies 🍪🍪🍪🍪🍪  
🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪

**Burleson**

# Burleson Engineering Open House

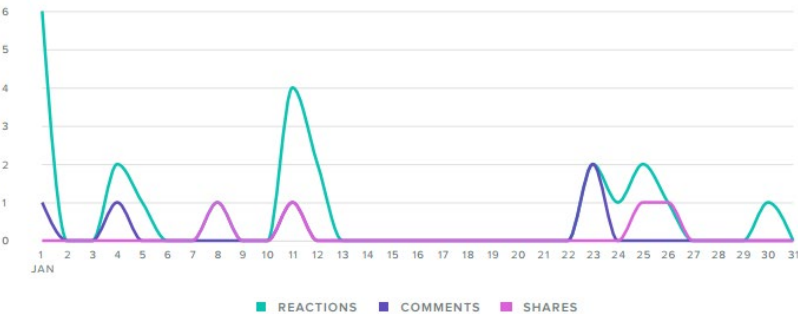
**3 - 7 p.m.  
Tuesday  
July 23**

Burleson City Hall  
141 W Renfro St

# MEASURE RESULTS AND ADJUST.

## Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	23
Comments	5
Shares	4
Total Engagements	32

Total Engagements increased by  
**77.8%**  
since last month

## Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	14
Direct Messages sent	1
Total Sent	15
Mentions received	1
Direct Messages received	-
Total Received	1

The number of messages you sent increased by  
**25.0%**  
since last month

The number of messages you received decreased by  
**66.7%**  
since last month

**How regularly are you monitoring results and adjusting your strategies?**



# CATER TO YOUR AUDIENCES.



**DC2RVArail**

December 9, 2017 · 🌐

Si necesita ayuda para la traducción de idiomas español en participar en este proyecto, por favor envíenos un correo electrónico a [espanol@DC2RVArail.com](mailto:espanol@DC2RVArail.com). También puede llamar a la línea directa del proyecto a dejar comentarios: [888-832-0900](tel:888-832-0900). <http://bit.ly/1QxZ8i5>



**Do you have a mechanism to request translators in your meetings?**

# Internal



# External







Employees and elected officials are your greatest ambassadors!

- Trainings
- Community volunteering and events
- On-going public involvement program
- Elected officials briefings

**How are you briefing your internal staff?**



Contact Me:

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