WELCOME to “The Survey Says...”
This webinar is brought to you by the IBTTA Communications Committee.

Moderated by: Patrick Jones, Executive Director & CEO, IBTTA
Communications Survey
Survey of all IBTTA Members
Spring 2011

Rachel Bell
Communications Manager
Kansas Turnpike Authority
About the survey

- 49 question survey
- Conducted in the spring of 2011
- Used to determine goals and develop plan for the IBTTA Communications Committee
- 17% response rate
The Survey Says...

Measuring successful media relations
State of members’ cash collections

Cashless operations

- Considering going to a cashless operation.
- In the processing of becoming a cashless facility.
- Already operating as a cashless facility.
- Not considering becoming a cashless operation at this time.
The Survey Says...

Top 3 challenges in the next year
Non-Toll revenue considerations
Top 2 projects in the next year
How can we help?

Furthering IBTTA’s outreach & education

- White papers: 80%
- National or international conferences/workshops: 60%
- Online IBTTA communities: 20%
Observations

• Most issue news releases “as needed”
• Half aren’t paying for advertising
• The majority implemented a toll increase in the past 4 years
• Half of us are using social media to advance some area of our business
• 100% of those who are using Twitter to communicate breaking information to their customers feel it’s been successful.
Observations

• **Top two ways respondents need help**
  – advertising/marketing
  – social media
Social Media Synopsis

Survey of IBTTA Sustaining Members

Fall 2011
About the survey

- 10 question survey
- Conducted in the fall of 2011
- Used to develop Social Media education for toll facilities
- 55% response rate
Everybody’s doing it...

Does your agency/organization participate in any form of social media for professional purposes? (If no, please list why not)
The Survey Says...

Social media usage — type

- Twitter
- Facebook
- Foursquare
- MySpace
- LinkedIn
- Ning
- Google+
- YouTube
- Blog
- Other
Social media usage — content

What purposes do you use social media for? (Select all that apply)

- Emergency communication
- Customer Service
- Agency or ETC Marketing
- Industry, trend, or information gathering
- Other

The Survey Says...
Website “sharing” tools

- Twitter: 80%
- Facebook: 60%
- e-mail: 60%
- Other: 0%
Find out more

- Download the Communications Survey
- Download the Social Media Survey
- Download Tips for Researching and Analyzing
What America THINKS
Lessons from looking at Americans’ viewpoints on infrastructure issues

John O'Connell
Senior Public Relations Manager
HNTB Corporation
Kansas City, MO
The Survey Says...

Using surveys to communicate strategic priorities

• Conducting a series of publicity polls from HNTB
• Cost effective PR tool without the need for a large ad budget
  – Media, industry respond favorably to new data
  – Leverage in multiple channels
• Demonstrates understanding/insights
• Not a political poll
• Use to generate lively, informed discussions about key issues
The Survey Says...

Demonstrating thought leadership

• Developing new surveys up to once a month
• Focusing on transportation “frustration” and infrastructure trends
• Adding value to media relationships; client outreach
• Sharing through multiple communications channels
  – PRNewswire flex release/Times Square billboard
  – HNTB.com with publication-ready image files
  – Motion graphics on HNTB TV; YouTube
  – Push via email to media, blogger contacts
  – Corporate/personal Twitter feeds
Serving up surveys step-by-step

• Determining the need for scientifically valid surveys
• Conducting internally or externally; by phone or online
• Overall analysis
• Developed related media and marketing materials
  – Examples: news releases, fact sheets, infographics and an online landing page
• Report results in news-oriented formats
Identifying themes

- **Driven by:**
  - Clear messaging and target audiences
  - Timeliness
  - Newsworthiness
  - Potential for generating worthwhile discussions

- **Such as:**
  - Reducing congestion, improving safety and restoring America’s economic competitiveness
  - How we can/should/will plan, prioritize and pay for our modern infrastructure
  - Technology’s impact on transportation
  - Sustainability
The Survey Says...

Tolls work for Americans

- A strong majority of Americans (84 percent) feel tolls should be considered in either project-by-project situations or as a primary source of revenue.
The Survey Says...

Taxes, tolls or no new roads

- When given a choice, eight in 10 Americans prefer tolls (41 percent) or no new roads at all (41 percent) over increased gas taxes (18 percent.)
Tolls mean revenue

- Nearly half of Americans say a toll facility’s most important purpose is to provide funds for transportation infrastructure.
Time savings raises tolling’s appeal

- More than six in 10 Americans would be willing to pay a higher toll fare if it saves them time.
High tech versus traditional tolls

- Modern technology allows drivers to pay tolls without stopping or using cash, although most Americans (57 percent) prefer to have the choice of paying cash or electronically.
Bridging the funding gap with tolls

- Nearly half (48 percent) of Americans said in the future they would prefer to pay for the maintenance of existing bridges and construction of new local bridges through more tolls rather than higher sales taxes (16 percent), higher gas taxes (12 percent) or higher property taxes (8 percent).
The Survey Says...

Improvements increase support

- Survey results illustrate Americans have a preference for toll money going toward solving the wear-and-tear and congestion issues that cause so many to have problems with our highways.
Extending the story

• Share with influencers as well as media
• Generate discussion and story ideas
• Serve as the basis for op-eds, blog entries, broadcast interviews and media tours
• Leverage in related outreach and materials (up to one-year from date of release)
• Internal news stories can reinforce key messages and call to action
Taking the next step

• Try a “pilot” project
  – Just 3-5 questions on a topic important to your organization and its facilities users

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Resources

• www.hntb.com/AmericaTHINKS
• http://t4america.org/resources/2010survey/
• www.surveymonkey.com
• www.zoomerang.com
• www.keltonresearch.com
Charles Zegelbone
Consultant to Florida's Turnpike Enterprise
Orlando, FL
Let’s Talk the Basics

- Why did we do the research/survey?
  - Help you organize
  - Help you present the nugget
  - Help determine why we’re meeting
Let’s Talk the Basics (cont.)

- **Understand “quantitative” and “qualitative”**
  - Quantitative information—for information other than commentary
    - Consider computing average or mean—do not list numbers
    - Detailed and specific
    - Hypothesis stated in advance
  - Qualitative—point of view form participants
    - Put the information in logical order
    - A narrative
    - More free form
Let’s Talk the Basics (cont.)

• Reporting the findings
  – Who is the audience? Talk to their needs and background
  – Why are we here? Objective of the research
  – What do we want to accomplish? Manageable bites
    • Main message
    • Supporting points
    • Detailed material
  – YES to visual aids
    • Visible
    • Simple
    • Legible
Hints from the Podium

• Arrive early and check out the room and equipment...no surprises
• Take the temperature of the audience
• NEVER apologize for being there! Speak in a clear, friendly manner
• Modulate your voice...don't read and no monotone
• Summarize, say thank you and get off the stage.
QUESTIONS?

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Thank you for attending today’s webinar.

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