

Advancement on Construction Project Administration

ODOT District 2

Communicating Major Highway Improvements



The Challenges of Change

Conaway Conference 2017

Mission

- Artfully apply the full spectrum of communication assets and capabilities to keep the public informed about how the largest construction program in NW Ohio history was going to affect their daily lives.



The Challenges of Change

Conaway Conference 2017



Objectives

- Evolve ODOT public information from a reactive to proactive activity in responding to the media
- Create partnerships where the media carried the ODOT message because of their dependence on accurate and timely information

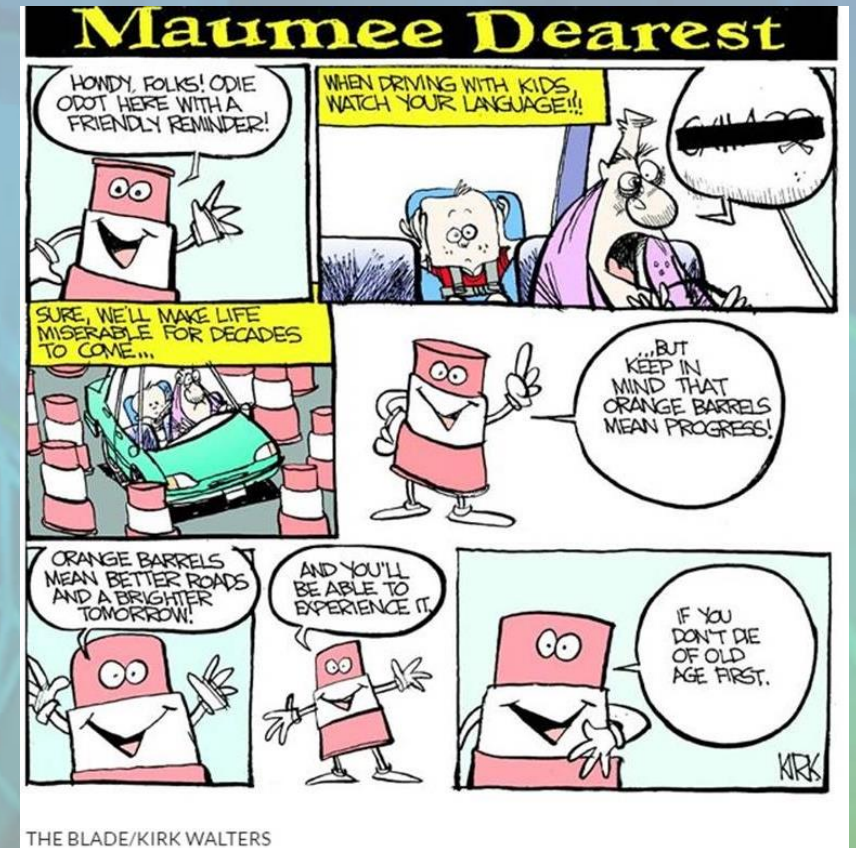


The Challenges of Change
Conaway Conference 2017



ODOT D2 Media Relationship

- The ODOT D2 / Media Relationship (circa 2013) was one of independence
- Oftentimes ODOT spent time reacting to negative publicity and/or news stories



The Challenges of Change
Conaway Conference 2017



Overview

- Multiple regional safety and capacity improvement projects
- Multi-year effort to expand & reconstruct Interstate 75
 - Findlay to Perrysburg
 - Toledo urban interstate



Key Messages

- **Safety**
 - Pay attention to the road – avoid distractions
 - Adhere to posted speed limits
 - Plan ahead to minimize delay and frustration
- **Commerce**
 - Essential for economic expansion
 - Supports new development
- **Value**
 - Additional lanes increase safety
 - Additional lanes minimize congestion



The Challenges of Change

Conaway Conference 2017



Strategy

- Use traditional and social media to increase awareness to a diverse audience
- Explore non-traditional approaches to communicate public construction projects & workzone safety
- Modify communication methods & message through an adaptive cycle



The Challenges of Change
Conaway Conference 2017



Strategy

- Educate the public on what ODOT does
- Allow ODOT's Engineers to speak directly with media – the projects became more genuine
- Celebrating the intermediate milestones – advises the public/media of progress



The Challenges of Change

Conaway Conference 2017



Communication Vehicles

- Partnering Meeting
- Billboards
- Animation
- Community Outreach
- Message Boards
- PSAs
- Social Media
- ODOT Project Page
- OHGO
- Media Relations



The Challenges of Change
Conaway Conference 2017



Communication Themes

- “Eyes on The Road” – June 2014
- “Respect The Road and Its Workers” – Oct. 2014
- “Don’t Be That Driver” – June 2015
- “Be a Better Driver” – Oct. 2015
- “Don’t Drive Distracted” – Dec. 2015



The Challenges of Change
Conaway Conference 2017



Partnering Meeting (WOO-75)

- Four independent construction contracts
- One seamless construction project
- Teamwork and coordination required



The Challenges of Change
Conaway Conference 2017



Billboards

- Positioned at project entry points
- Nearly 13,000,000 impressions in 6 months
- Media attention



Billboards – “Eyes on The Road”

HEY YOU TEXTING
YOUR BFF, EYES ON
THE ROAD.



 CONSTRUCTION AHEAD.

HEY YOU APPLYING
MASCARA, EYES ON
THE ROAD.



 CONSTRUCTION AHEAD.

HEY YOU EATING A
BURGER, EYES ON
THE ROAD.



 CONSTRUCTION AHEAD.

HEY YOU CHECKING
EMAIL, EYES ON
THE ROAD.



 CONSTRUCTION AHEAD.



The Challenges of Change

Conaway Conference 2017



Animation

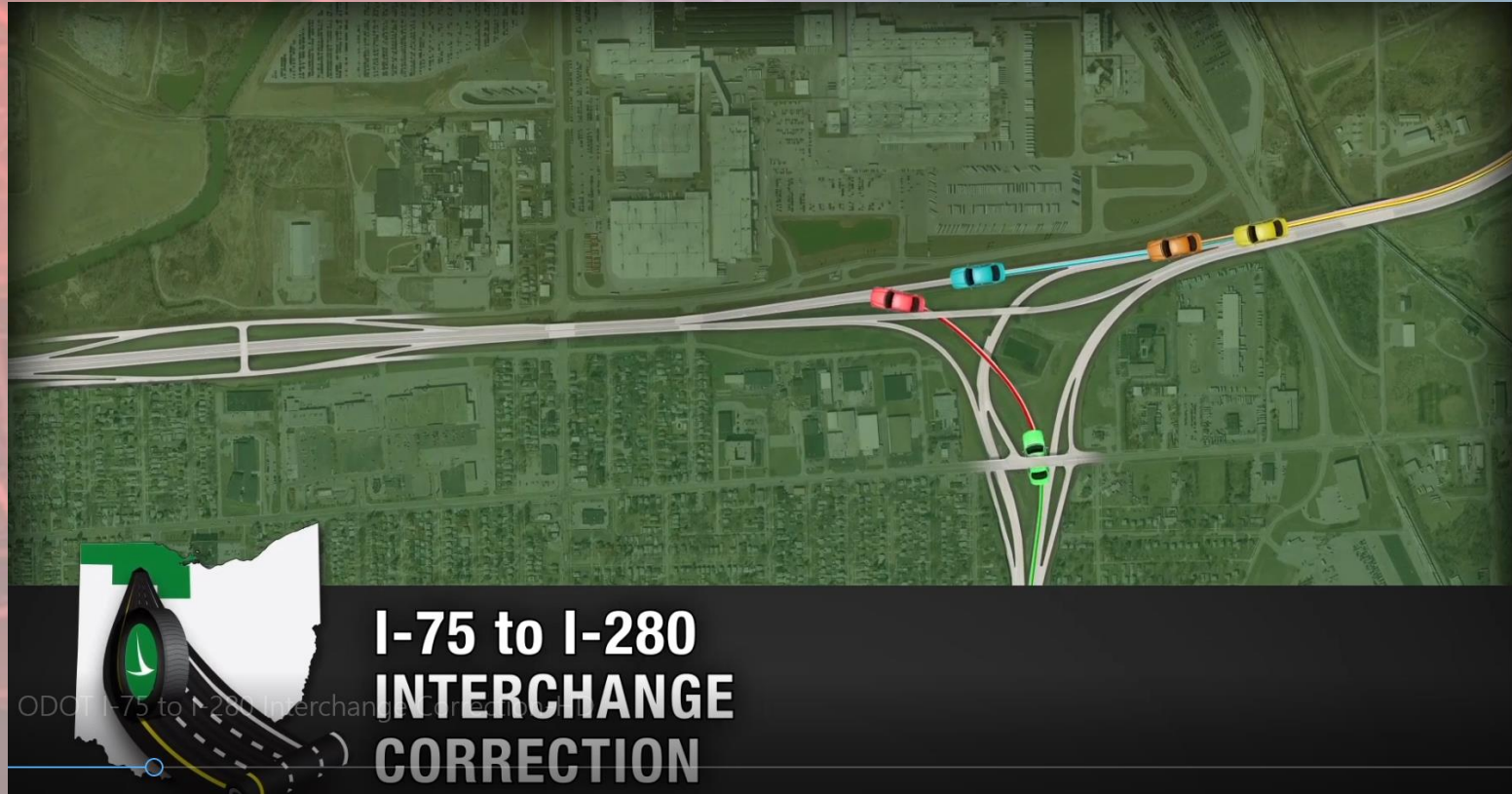
- Complicated and unsafe existing traffic pattern
- Educate Toledo regional motorists on upcoming traffic pattern changes
- Change difficult to visualize



The Challenges of Change
Conaway Conference 2017



Animation



The Challenges of Change
Conaway Conference 2017



Community Outreach

- Public meetings
- Event communication
- Stakeholder support

CONSTRUCTION AHEAD.

(Proceed With Caution)

10 Tips for Driving in Highway Improvement Zones

1. **Focus.** Staring at road work in progress can cause accidents.
2. **Obey** speed limits: Driving too fast or too slow can cause accidents or create an unsafe driving environment.
3. **Keep** your distance: Driving too close to vehicles in front of you raises the chance for a rear-end collision in work zones by 30 percent.
4. **Respect** road crews and warning signs: Construction zones are there for a reason - to inform drivers of potential road hazards and road work in progress.
5. **Avoid** distractions while driving: Don't text. Limit cell phone talk. Don't get distracted by electronic bells and whistles (CD players, radio stations, MP3s, DVDs, etc.).
6. **Pace** yourself: Driving at a consistent speed while abiding to speed limits where road work is present lowers the chances for accidents.
7. **Plan** your pathway: Awareness of weather conditions and possible road work prior to taking a road trip helps to prevent accidents.
8. **Patience** is a virtue: Take your time riding through road work zones. It's better to reach your destination late and safely, than not at all.
9. **Click it,** or ticket: Wearing a seatbelt is a proven lifesaver. It's also the law.
10. **Final thought.** Road work is done by people, so be aware of the lives of others on the road.

For real time Ohio traffic updates visit us online at OHGO.com

Ohio District 2 Website: <http://www.dot.state.oh.us/districts/d02/Pages/default.aspx>



The Challenges of Change
Conaway Conference 2017



Message Boards

- Event communications
- Dynamic messaging
- High-quality displays



PSAs

- Recognize and value the workers and the risks they face during construction
- Identify common activities that put workers and motorists at risk
- Produce with social media distribution in mind
- Comedic to serious approach



The Challenges of Change
Conaway Conference 2017



Respect The Road. And Its Workers



October 2014



The Challenges of Change
Conaway Conference 2017



Don't Be That Driver



June 2015



The Challenges of Change
Conaway Conference 2017



Be A Better Driver



September 2015



The Challenges of Change
Conaway Conference 2017



Don't Drive Distracted



December 2015



The Challenges of Change
Conaway Conference 2017



Social Media

- Monthly distribution calendar
- Strategic and diverse message content
- Supporting communication themes
- Facebook, Twitter & YouTube Channel

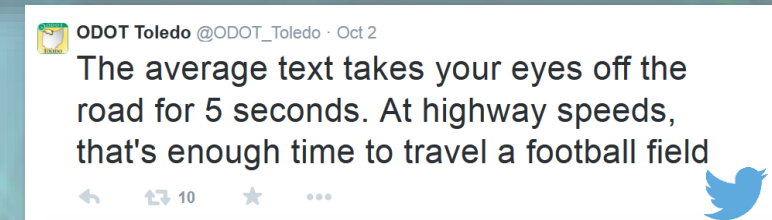


Ohio Department of Transportation - Toledo District 2 shared a link.
October 5

Would you drive with a blindfold? Of course not. But that's essentially what you do when you look down to read a text <http://ow.ly/C4Sfx>

Texting & Driving PSA 2
A thirty-second PSA describing the dangers of texting while driving. This video is available for non-profit organizations to use without cost to...

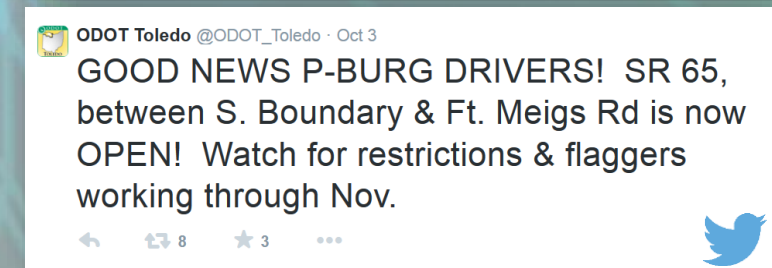
Like · Comment · Share



ODOT Toledo @ODOT_Toledo · Oct 2

The average text takes your eyes off the road for 5 seconds. At highway speeds, that's enough time to travel a football field

10



ODOT Toledo @ODOT_Toledo · Oct 3

GOOD NEWS P-BURG DRIVERS! SR 65, between S. Boundary & Ft. Meigs Rd is now OPEN! Watch for restrictions & flaggers working through Nov.

8 3



Social Media

The screenshot shows the YouTube channel page for 'odot district 2'. The search bar contains 'odot district 2'. The left sidebar includes navigation options like Home, Trending, and History, along with a 'BEST OF YOUTUBE' section with categories like Music, Sports, Gaming, Movies, TV Shows, News, Live, and Spotlight. Below this is a 'Sign in' button and a 'YouTube Red' option.

The main content area displays a list of videos:

- I-75 Perrysburg Update**: ODOT District 2, 3 months ago • 755 views. Project engineer, Zach Hribar: "The reason that the interchange had to be closed for the North 75 to the West 475 is because ..."
- Toledo Interstate Accidents**: ODOT District 2, 1 year ago • 10,579 views. This video shows accidents on the metro Toledo Interstate system. ODOT reminds drivers to avoid distractions.
- I-75 to I-280 Interchange Correction Animation**: ODOT District 2, 7 months ago • 1,460 views. Visualization of the new traffic flow for the Interstate 75/Interstate 280 Interchange in Toledo.
- Central Avenue August Update**: ODOT District 2, 1 month ago • 774 views. Find out why the I-475/Central Avenue interchange project has some upcoming ramp closures. For more information on this ...
- Project Update: I-75 in Lucas County**: ODOT District 2, 9 months ago • 677 views. Want to know how the I-75 projects in Lucas County are going? Area engineer, Mark Mondora, discusses what's been done and ...
- Diverging Diamond Interchange (DDI) Ground Breaking**: ODOT District 2, 6 days ago • 49 views. ODOT, with the City of Perrysburg and Toledo Metropolitan Area Council of Governments (TMACOG), hosted a ground breaking ...

Driver's Exposed: Highway Crashes
Driver's Exposed: Central Avenue
Modesto & Kenny
Truck Fire Clean-up
I-75 Timed Detour

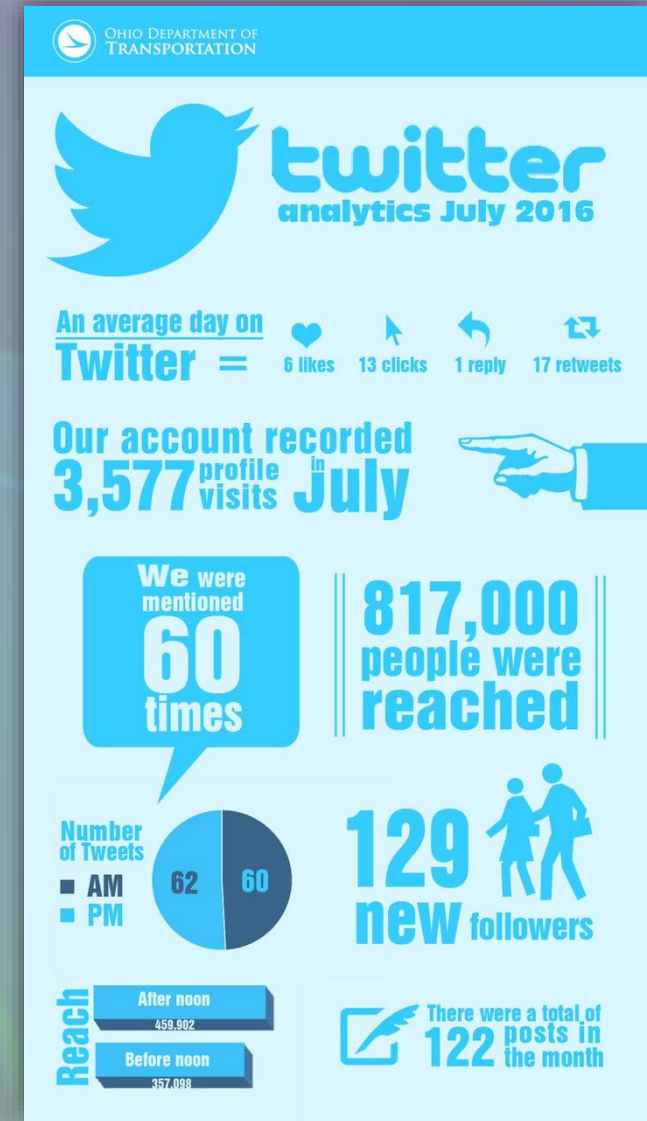
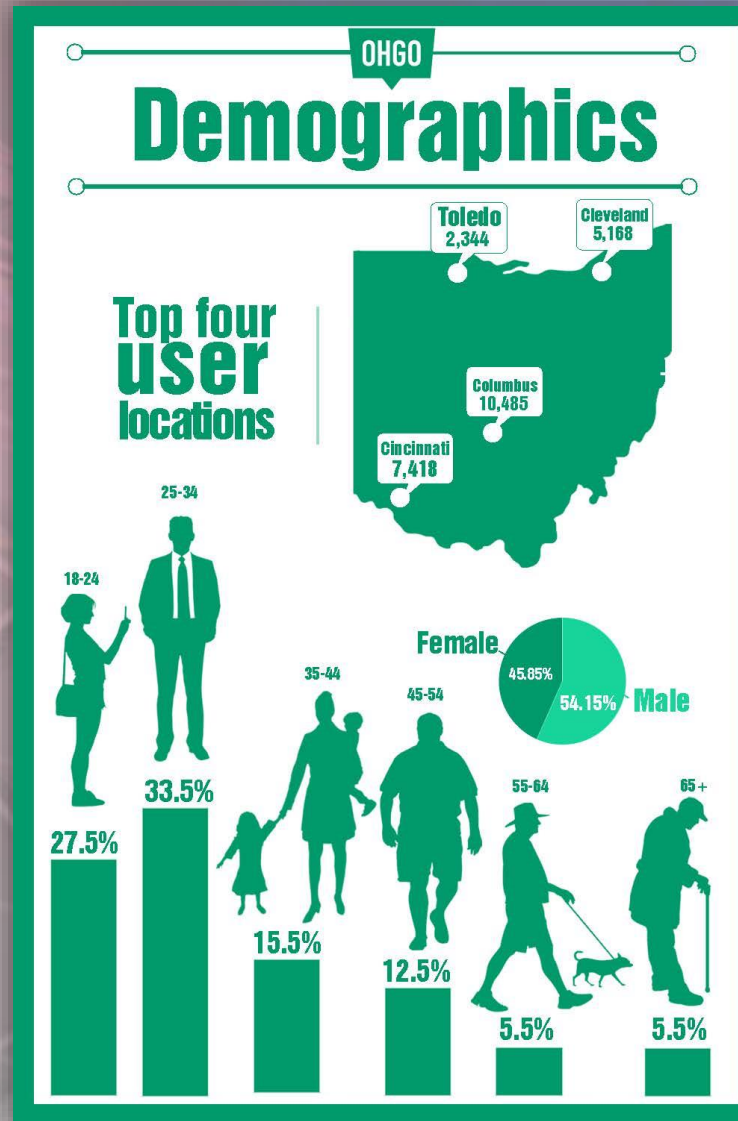


The Challenges of Change
Conaway Conference 2017



Results

- Facebook
- YouTube
- OHGO
- Twitter



The Challenges of Change
Conaway Conference 2017



ODOT Project Page

- Central information source
- Regularly updated
- Email alerts sign up

The screenshot shows the Ohio Department of Transportation District 2 website. At the top, there is a navigation bar with links for HOME, DISTRICTS, DIVISIONS, ODOT A-Z, EMPLOYMENT, SERVICES, and CONTACTS. The main header features the ODOT logo and the text "DISTRICT 2 OHIO DEPARTMENT OF TRANSPORTATION". Below this, a banner reads "Serving the Counties of Fulton, Henry, Lucas, Ottawa, Sandusky, Seneca, Williams and Wood". The website is organized into several sections: News Releases (with dates like 10-07-2014 and 10-03-2014), Highway Improvement, Future Projects, and Past Projects. There are also sections for "Did you know?" and "Related Links and Information" which includes links to conferences, volunteer programs, and other services. A sidebar on the left contains various utility links such as "Contact Us", "Directions", "Maps", and "Traffic Cameras".

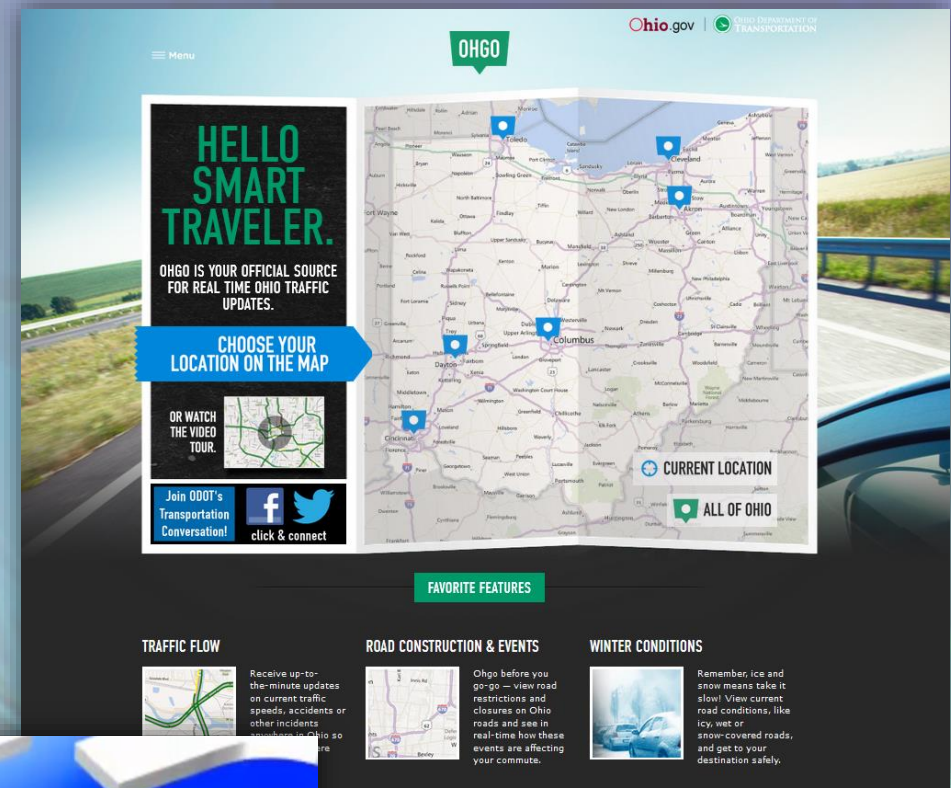


The Challenges of Change
Conaway Conference 2017



OHGO

- Real-time alerts
- Weather conditions
- Live video streaming



The Challenges of Change
Conaway Conference 2017



Media Relations

- Educate the media on what ODOT does
- Be proactive with news worthy content and predict when it will be appreciated
- Provide access to ODOT Engineers & Jobsite to make the story real and personal
- Reporter wants an accurate story – Engineer needs to communicate/educate them to do so



The Challenges of Change

Conaway Conference 2017



Media Relations

- Leading Edge with Jerry Anderson (CBS)
- The Business Blackboard (WSPD & WRVF)
- Conklin & Company (ABC)
- Better Living (NBC)
- IHeart Media & Cumulus (Radio Outlets)
- Toledo Blade



The Challenges of Change
Conaway Conference 2017



Media Relations – Sept. '16



The Challenges of Change

Conaway Conference 2017



Conclusion

- Communication is a Dynamic Process
- Media Relationships are key to developing a successful and efficient communication plan
- Target your audience and adjust your message accordingly
- The Public can tolerate disruption – they need to see progress and understand the purpose



The Challenges of Change

Conaway Conference 2017

