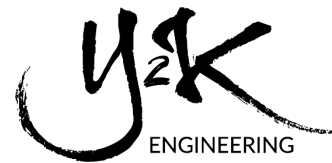


**ADOT**



10.25.18  
Arizona Rural Transportation Summit

# CAN YOU HEAR ME NOW?

*Effective Communications  
No Matter What You Do.*

To participate in real-time polling text **"GCI AZ"** to 22333  
or open a browser and go to **URL: [PollEv.com/gciaz](http://PollEv.com/gciaz)**

# PRESENTERS

- **Timothy Tait, Ed.D.**  
Communications Director, ADOT
- **Brock Barnhart**  
Chief Operating Officer, GCI
- **Deb Gallegos**  
Owner, Making a Scene Productions
- **Yung Koprowski, PE, PTOE**  
Principal, Y2K Engineering



To participate in real-time polling text **“GClAZ”** to **22333**  
or open a browser and go to **URL: [PollEv.com/gclaz](https://PollEv.com/gclaz)**

# PUBLIC OUTREACH & BRAND

## Private Sector

- Companies may focus on a highly targeted audience that is likely to buy products or services.
- A company's brand is what separates one company from another and it's how customers recognize products and services. We trust what's familiar.

## Government

- Government has the obligation to serve all citizens, even those that might be harder to reach or less likely to engage.
- For government agencies, a strong brand can help build public trust in their work and raise awareness of their services. Branding is not about selling products, it's about being identified as a trusted service on behalf of the public.

*The need to market a product or service is **not** limited to private companies.*

# HOW WOULD YOU RATE YOUR AGENCY'S EFFORTS AT PUBLIC OUTREACH?

Outstanding

Good

OK, but we could  
use some improving

Not good

# Engagement ... on their terms

Dr. Timothy Tait (@ttait)

Director of Communications

Arizona Department of Transportation

Oct. 25, 2018

# ADOT's Social Media Strategy

- Deliver a message
- Connect with constituents
- Build an audience
- Engage a population

You  Tube



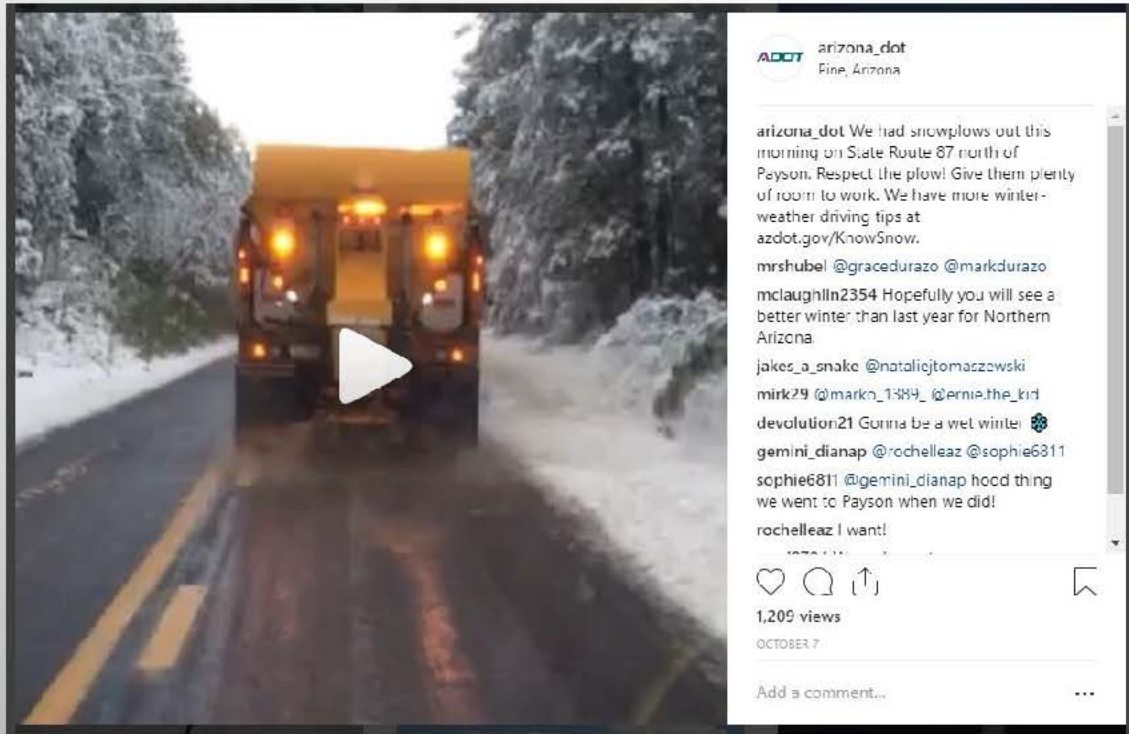
flickr



# Different platforms, different messaging

- **Facebook** – News, videos/photos, infographics, outreach, safety messages.
- **Instagram** – Visual content.
- **Flickr** – Photo galleries of specific projects, efforts and events.
- **YouTube** – PSAs, packaged video content.
- **Blog** – Content that isn't quite a news release; more personal, less formal.
- **Twitter** – All of the above, plus up-to-the-minute traffic updates.

# Examples



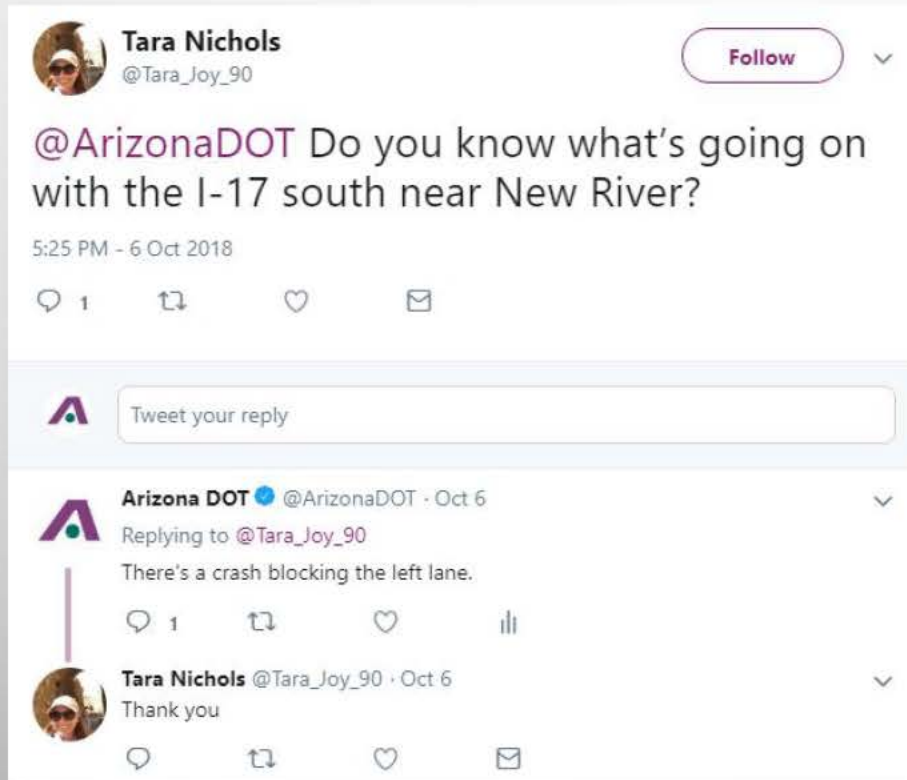
Plow clearing snow on SR 87 near Payson on Instagram



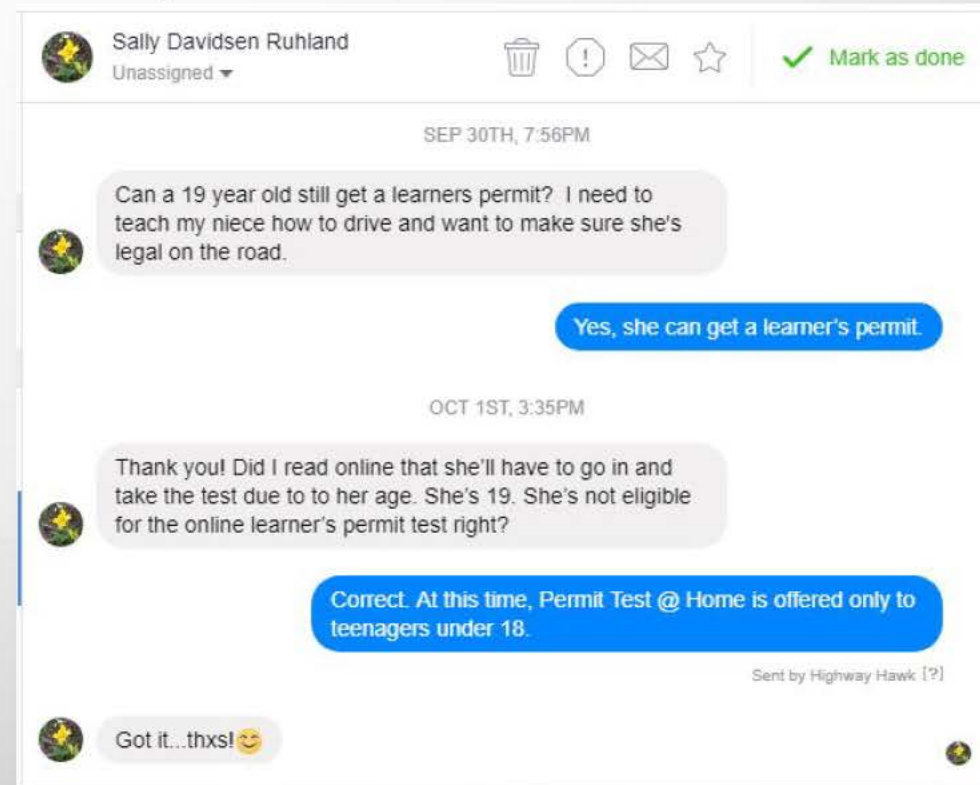
Popular "Where in AZ?" feature on Facebook.



# Meet the customer where they're at... And meet their expectations.

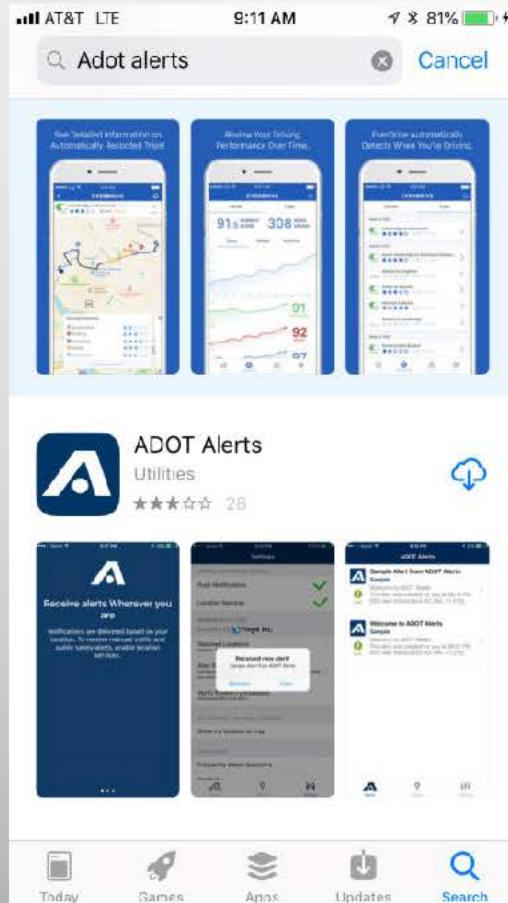


Twitter exchange

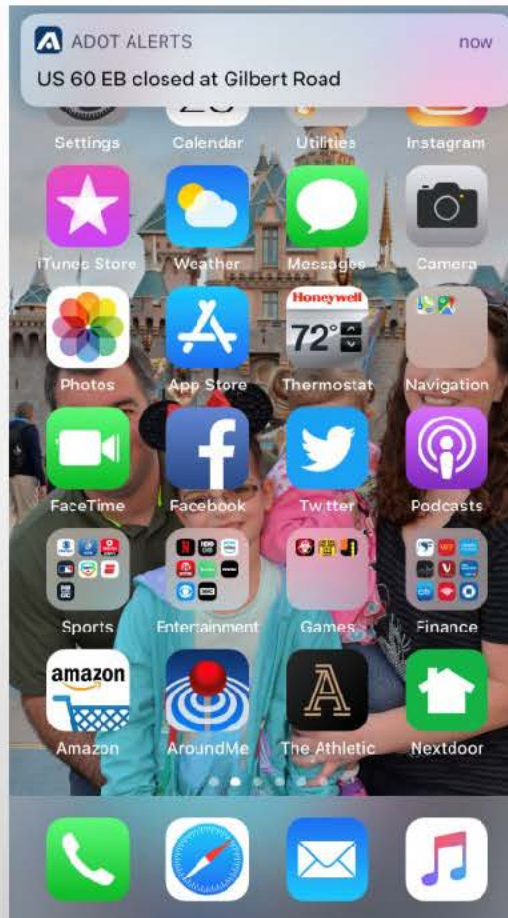


Facebook message

# ADOT Alerts app



Download the app



Receive notifications



Avoid delays.



# AZ511 website and phone system

The screenshot displays the AZ511 website interface. At the top, there is a navigation bar with the AZ511 logo, "Arizona Traveler Information", and links for "Home", "Text Report", "My 511", "About", and "511 Phone System". A secondary navigation bar includes "ALERTS", "MY ROUTES", "NEWS", and "Map Legend".

The main content area features a map of Arizona with several overlays:

- MY ROUTES:** A sidebar on the left with two address input fields, "Drive", "Transit", and "Reset" buttons, and a "MY CAMERAS" section with a login prompt and instructions: "To add to My Cameras: Click on a camera icon on the map. Then click the 'Add' button at the top of the camera popup."
- Map Legend:** A sidebar on the right listing various map features:
  - Traffic Speeds
  - Road Conditions
  - Incidents
  - Incident Closures
  - Roadwork
  - Closures
  - Cameras
  - Weather Radar
  - Weather Advisories
  - Weather Forecasts
  - Message Signs
  - Border Wait Times

The map shows major highways, cities like Phoenix, Flagstaff, and Tucson, and various geographical features like national forests and parks.

# Find new ways to tell familiar stories

Arizona DOT @ArizonaDOT · 4 Oct 2017  
Hit dingers, not cars. Don't be a #WildCard, drive like a champ. #OurSeason



Arizona Diamondbacks

19 433 1.2K

Colorado Rockies @Rockies

Well played, well played.

8:54 AM - 4 Oct 2017

4 Retweets 26 Likes

AT&T 4G 10:14 AM 61%

Photo

u2



Liked by Irdougherty, arizona\_dot and 57,994 others


u2 Coming to the Phoenix show tonight? Arizona Department of Transport has the best travel advice. #U2TheJoshuaTree2017 #Phoenix #MysteriousWays

View all 729 comments

arizona\_dot Thanks for sharing the safety message. 23 HOURS AGO

Arizona Department of Transportation  
Published by Highway Hawk [?] - January 1 at 8:00pm

In case you haven't made a New Year's resolution, we have a suggestion.



18,821,563 people reached

Boost Post

Like Comment Share

Anna Parker, Ian Engelsman and 33K others

130,318 shares

# WHAT WOULD MAKE PUBLIC ENGAGEMENT OPPORTUNITIES MORE ACCESSIBLE FOR DIVERSE POPULATIONS?



# WHAT DO YOU THINK IS THE BIGGEST BARRIER TO "MARKETING" AND CREATING A BRAND FOR YOUR PUBLIC AGENCY?

Lack of leadership support

Cost or perception of cost

Lack of staff time

Lack of Skill

# VIRTUAL PUBLIC INVOLVEMENT

*USDOT Federal Highway Administration (FHWA) EDC-5 Innovation (2019-2020)*

Virtual public involvement supports agencies' efforts to engage the public more effectively by supplementing face-to-face information sharing with technology.



## EXAMPLES

- Telephone town halls
- Online meetings
- Tablet-based surveys in multiple languages
- Real-time polling at live meetings and webinars
- Videos in posts on social media
- Crowdsourced maps (Wikimap, Social PinPoint)
- Podcasts

# VIRTUAL PUBLIC INVOLVEMENT BENEFITS

*USDOT Federal Highway Administration (FHWA) EDC-5 Innovation (2019-2020)*

- **Efficiency and Low Cost.** Virtual tools and platforms can efficiently be made accessible to communities, many at a lower cost than traditional public engagement methods.
- **Accelerated Project Delivery.** Robust public engagement helps identify issues early in the project planning process, which reduces the need to revisit decisions.
- **Communication and Collaboration.** Virtual public involvement can aid in establishing a common vision for transportation and ensure the opinions and needs of the public are understood and considered during transportation planning and project development.
- **Expanded Engagement.** Virtual tools include stakeholders who do not participate in traditional approaches to public involvement. Greater engagement can improve project quality.

# CROWDSOURCE MAP

**MARICOPA ASSOCIATION of GOVERNMENTS** | **Active Transportation Plan**

**Legend**

- ADA
- Bike
- Walk
- Connectivity
- Maintenance
- Midblock Crossing
- Safety
- Other


**Existing Comments (84)**

Please Provide your Comment


<https://geo.azmag.gov/maps/atp/>



# VIDEOS IN POSTS ON SOCIAL


 **Yung Koprowski**  
Principal at Y2K Engineering, LLC.  
6mo

Here it is! We are grateful for our partnership with the City of Peoria and POINT Engineers on this project. Drone video captured by [Joseph Hall, P.E.](#) of Hall Brothers Technology.

 **Y2K Engineering, LLC.**  
88 followers  
6mo

Building Peoria - Thunderbird Road Corridor Project

<https://lnkd.in/gdT4Pvd> ...see more



44 Likes · 11 Comments

<https://lnkd.in/gdT4Pvd>

 **Central Yavapai Metropolitan Planning Organization** is  
with Jack R. Smith.  
October 19 at 11:32 AM · 🌐

A New Law in Yavapai County! A Must Watch!



**CYMPPO**  
Central Yavapai Metropolitan  
Planning Organization

**THIS LAW SAVES LIVES.**

[cympo.org](http://cympo.org)

   32

11 Comments 148 Shares 8.2K Views

 Like  Comment  Share 

<https://www.facebook.com/cympo.az/>



# HOW WOULD YOU RATE YOUR AGENCY'S LIKELIHOOD OF ADAPTING A NEW PUBLIC OUTREACH PLAN?

When poll is active, respond at [PollEv.com/gciaz](https://PollEv.com/gciaz) Text **GZIAZ** to 22333 once to join

Very  
likely

Likely

Not  
likely

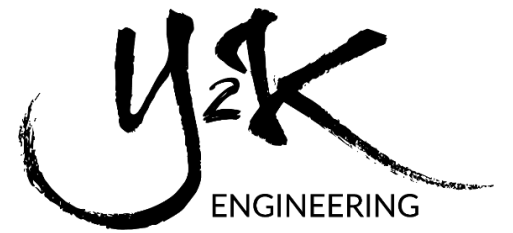
Start the presentation to see live content. Still no live content? Install the app or get help at [PollEv.com/app](https://PollEv.com/app)



**IN ONE WORD, WHAT WAS YOUR TOP TAKEAWAY FROM  
TODAY'S SESSION?**



MAKING A SCENE  
PRODUCTIONS



**ADOT**

**THANK YOU!**