

HDR

STRATEGIC COMMUNICATIONS

TSMO: BRINGING DRIVERS INTO THE CONVERSATION

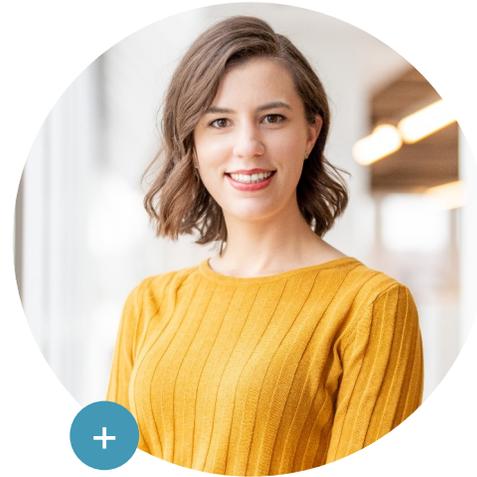


+ INTRODUCTIONS



Shea Saladee

National Social Media Lead
Omaha, NE



Kristen Veldhouse

Sr. Strategic Comm. Coordinator
Omaha, NE

+ INTRODUCTIONS



Shea Saladee
Natl. Social Media
Lead

Education

Integrated Media
Communications, M.A.
Social Media +PR, Grad Certificate

Certifications

Social Media Marketing
Social Media Management
Community Based Social Marketing

Specialties

Social Strategy
Audience Segmentation
Digital Insights

+ INTRODUCTIONS



Kristen Veldhouse
Sr. Strategic Comm.
Coordinator

Education

Master of Business Administration
Negotiation and Conflict Resolution, MS

Certifications

Mediation, State of Nebraska /
Nebraska Mediation Association

Specialties

Project Management
Outreach Strategy
Facilitation



01 **IMPORTANCE OF
COMMUNICATION**

02 **EFFECTIVE TOOLS**

03 **AUDIENCE
CONSIDERATION**

04 **BEST PRACTICES**

01



IMPORTANCE OF COMMUNICATIONS

- Stakeholder expectations
- If it affects their commute...

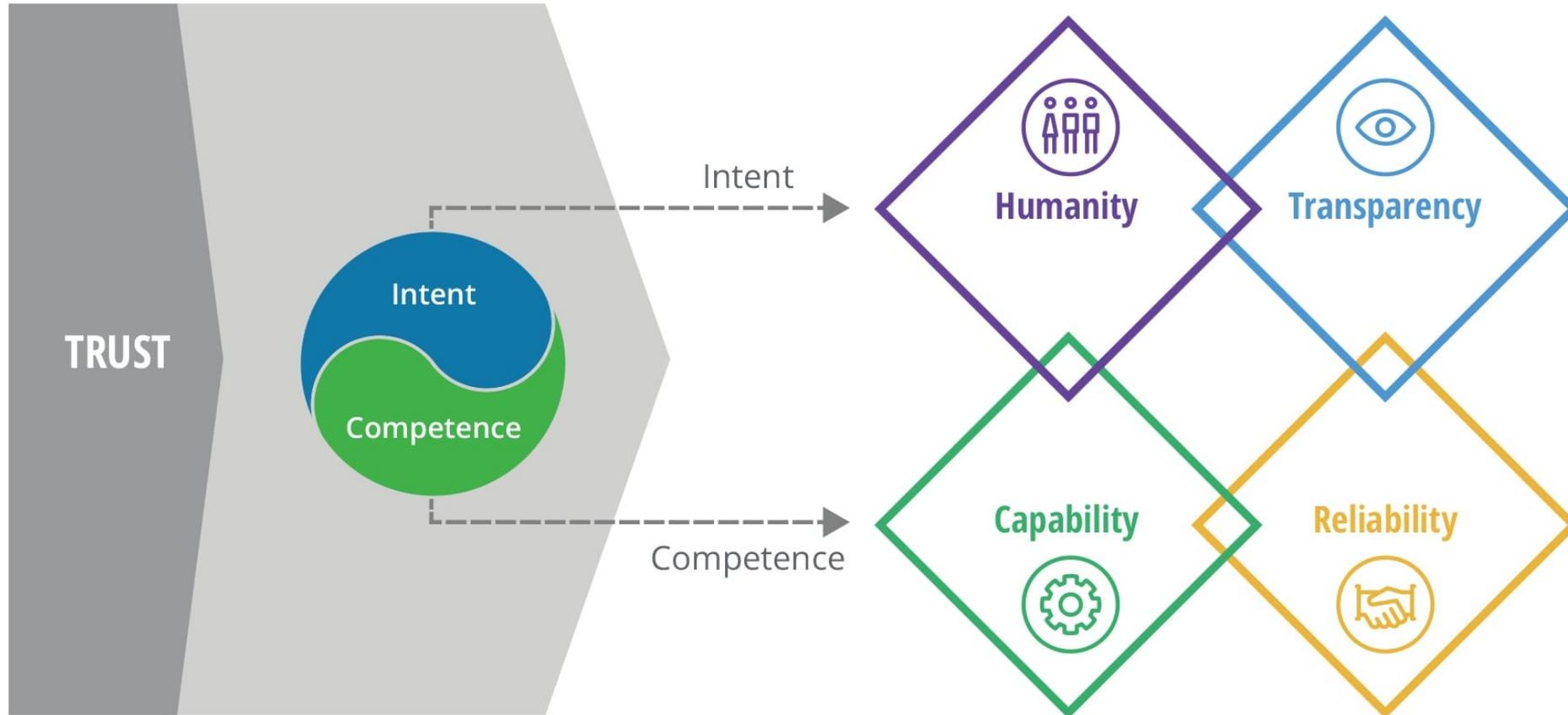


**“The single biggest
problem in
communication is
the illusion that it
has taken place.”**

George Bernard Shaw

+ STAKEHOLDER EXPECTATIONS

Your stakeholders expect **consistent** and **transparent** communication, which in turn builds **trust**



Source: Deloitte analysis.

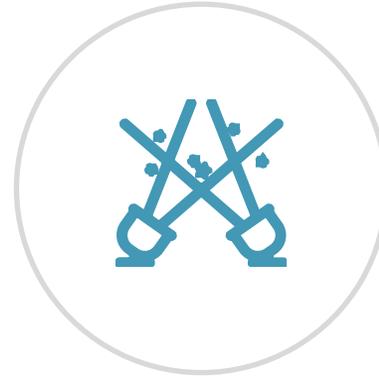
⊕ IF IT AFFECTS THEIR COMMUTE...



Construction



**Incident
Management**



**Special Event
Management**



Weather

+ more!

... THEY NEED (AND WANT) TO KNOW!

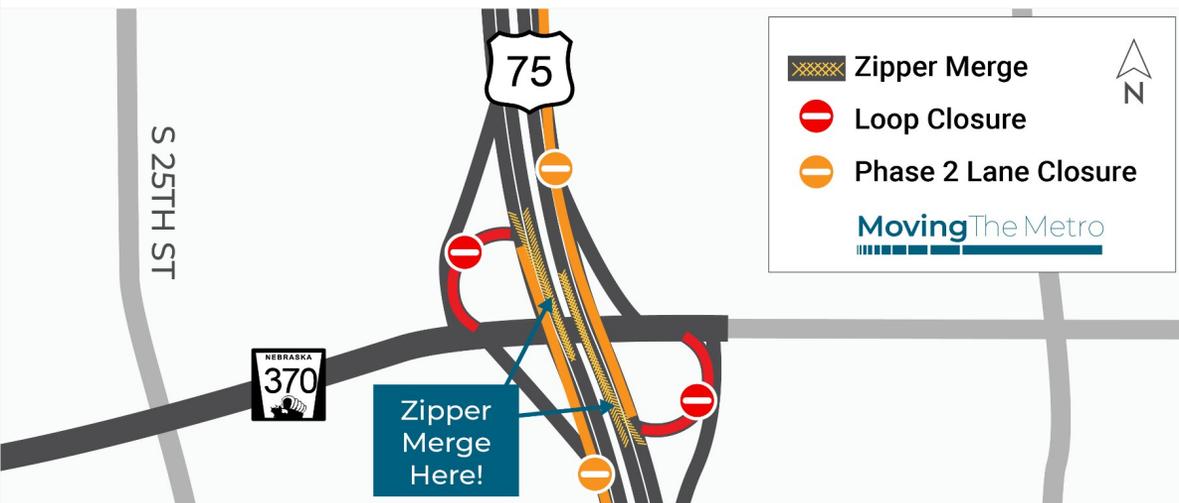
02



EFFECTIVE TOOLS

- Traditional
- Unique
- Digital
- Why social media?
- Project highlights
- Partnership

US-75 Drivers at N-370 and Chandler Rd Should Prepare for Zipper Merge Due to Extended Lane Closures; N-370 On-Loops to Close

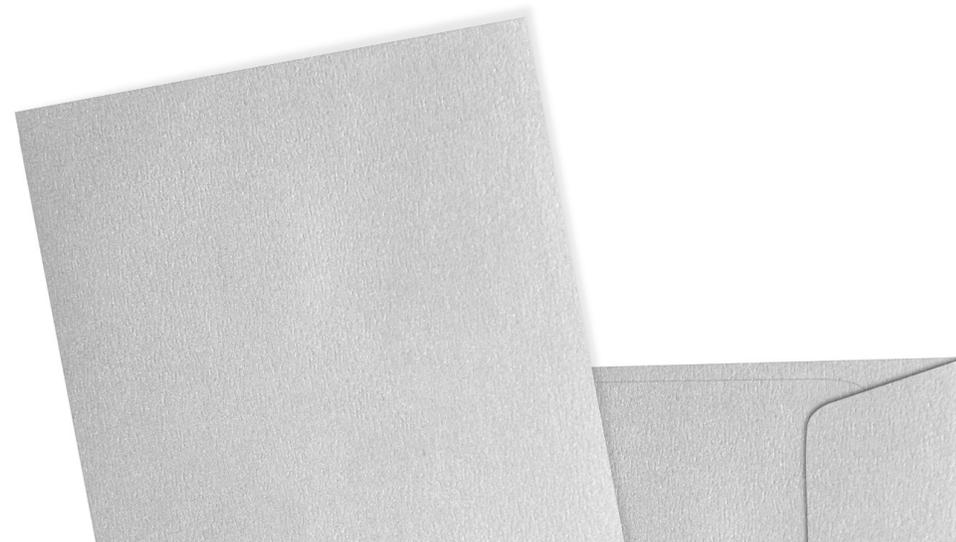


**THE IOWA STATE PATROL
JOINS FORCES WITH METRO
AREA ORGANIZATIONS TO
TAKE A STAND AGAINST
SPEEDING FOR SPEEDING
AWARENESS WEEK**

Trooper Ryan DeVault
Public Resource Officer
[515.499.6830](tel:515.499.6830)
devault@dps.state.ia.us

+ TRADITIONAL

- Meetings
- Hotline
- TV/Radio Press Releases
- Billboards
- Direct Mail/Magnets



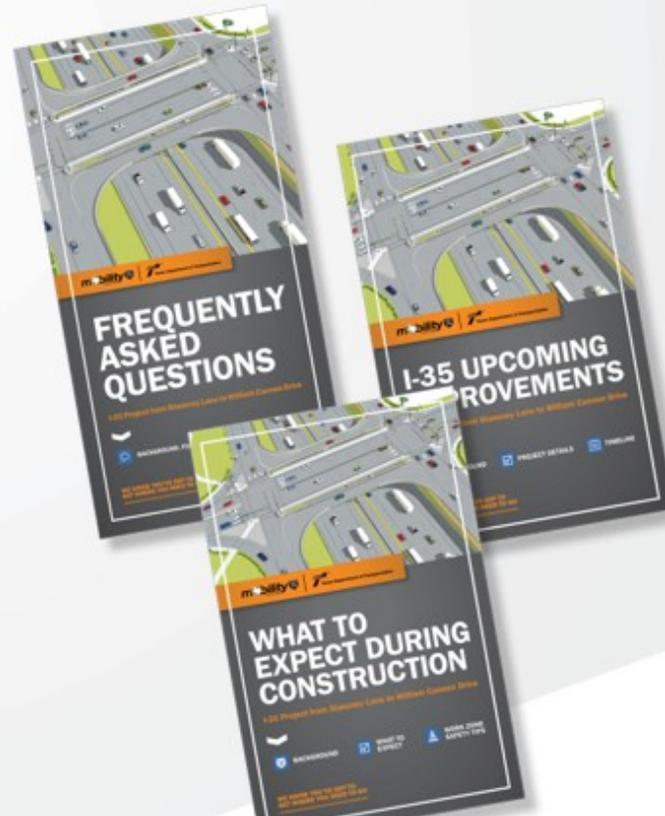
+ UNIQUE

- Rest areas and transit stops
- Business toolkits
- Stakeholder partnerships

CONSTRUCTION SIGNAGE



INFORMATIONAL HANDOUTS

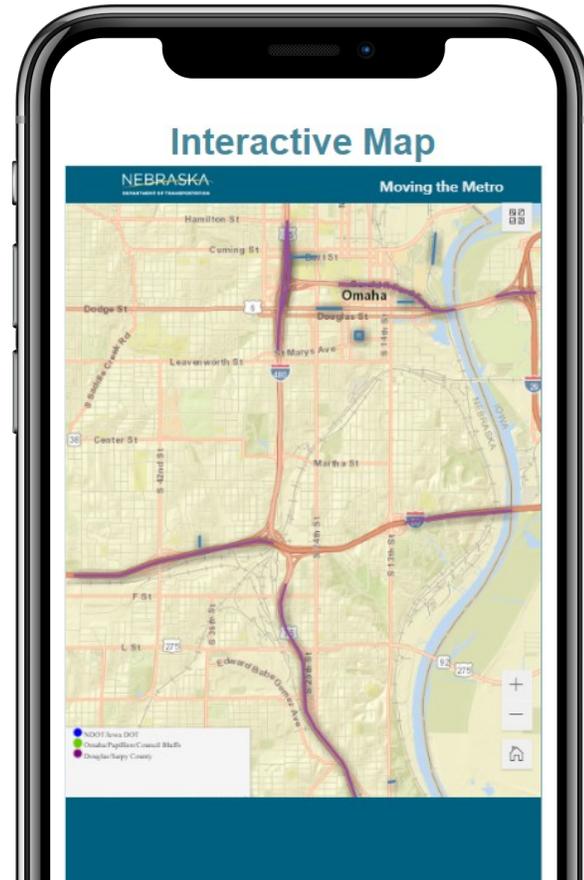


POINT OF CONTACT CONTACT CARDS



+ DIGITAL

- Website, 511
- Email
- Social Media
- Virtual Meetings



Nebraska Department of Transportation
April 15 at 12:00 PM

US-75 DRIVERS: Beginning Monday, April 18, there will be extended lane closures at the Chandler Road interchange on US-75 NB/SB through fall 2022, weather permitting.

Drivers are reminded to slow down and stay alert in work zones, as zipper merges will be utilized and enforced throughout the closures – visit <https://bit.ly/NDOTZipperMerge> for more information on zipper merges. Closures include:

- Phase 1 (~2 months): US-75 outside lanes closed... See more



13 16 Comments 98 Shares

➊ WHY SOCIAL MEDIA

Social media is the **#1** online activity. It crosses geographic boundaries, reaches across demographics and provides two-way, real-time communication.

People have come to expect individualized and immediate communications.



The Council Bluffs Interstate System Improvement Program is using social media as a tool to engage audiences through the construction phase of the project, focusing on community building through public information.



Council Bluffs Interstate System Improvement Program

June 25

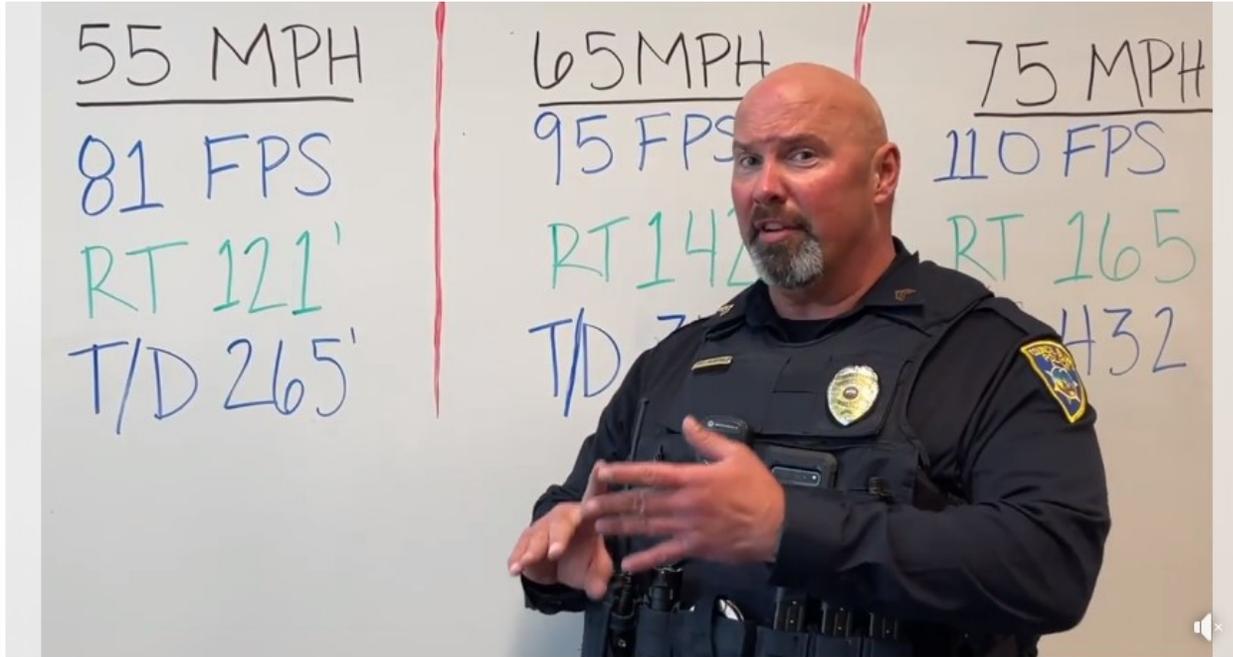
Good night, Council Bluffs. Drive safe out there this weekend.



- 2.4M impressions
- 111k engagements
- 15.6k links clicked



+ PARTNERSHIP



It's Speeding Awareness Week! Speed Limits save lives. Sergeant Albers breaks it down for us here:

 Council Bluffs Police Department
Yesterday at 10:40 AM ·  [Follow](#)

It's Speeding Awareness Week! Speed Limits save lives. Sergeant Albers breaks it down for us here:

All comments ▾

speed limit and give myself plenty of time incase there is an accident or some other holdup. Always make it on time. People are always in such a hurry.
Like Reply 7h

 Chris Washburn
Good job, Sarge!
Like Reply 20h

 Teresa Williams
Thank you for the education.
Like Reply 8h

 Joe Hothersall
Good job.
Like Reply 1h

 Linda Striker
Thanks for sharing! Good info!
Like Reply 1d  1

While often overlooked, other **agencies, emergency responders, and media** can be your friend

➊ SPEEDING AWARENESS WEEK

As traffic volumes rebounded from the pandemic, speeding remained a serious issue. These two factors, **speeding** and **high volumes**, resulted in a staggering number of speeding tickets and speed-related crashes in the Omaha-Council Bluffs metro area.

Area agencies aimed to combat the problem with an educational campaign emphasizing speed limits and the consequences of speeding for all roadway users.

+ SPEEDING AWARENESS WEEK



Media Sources



15+
*Articles
Published*



220
*Media
Mentions*



160+
*Social Media
Posts*



25,574
*Spotify Ad
Listeners*



210,000
*NE/IA DMS
Viewers*



544
*Website
Visits*

Social Media Insights



Reactions:
4,652



Shares:
789



Comments:
878



Engagements:
6,319



Impressions:
94,409

+ MOVING THE METRO

Omaha-Council Bluffs metro area agencies put together a **one-stop-shop** for construction updates

MESSAGING OBJECTIVES:

What do we want drivers to **know**, **feel**, or **do** after experiencing the communication?



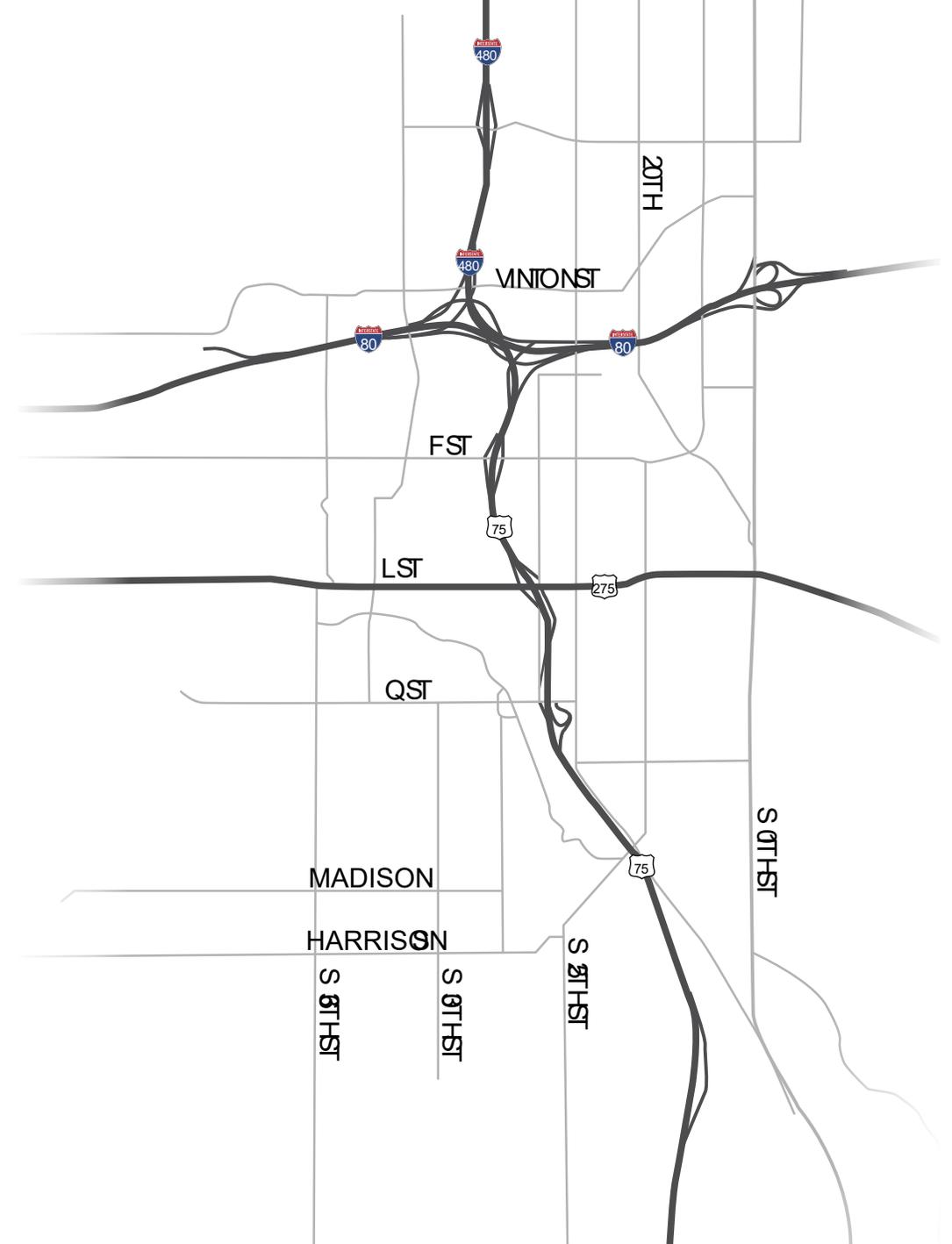
DRIVERS SHOULD **KNOW** (LEARN):

- NDOT and partner agencies have major transportation improvement projects planned throughout the Metro (what projects, when happening)
- Likelihood of traffic impacts
- How to stay safe when traveling through in work zones



DRIVERS SHOULD **FEEL** (BELIEVE):

- Empowered to choose alternate routes, adjust commute times, etc.
- That important, necessary work is being done (temporary pain, long-term gain)
- That NDOT cares



03



AUDIENCE CONSIDERATIONS

- Reaching younger audiences
- Reaching older audiences
- Inclusive outreach
- 511 & resources

+ REACHING YOUNGER AUDIENCES



Follow the link in our bio...



Reply to @matthemowe...



Do what mama says, ap...

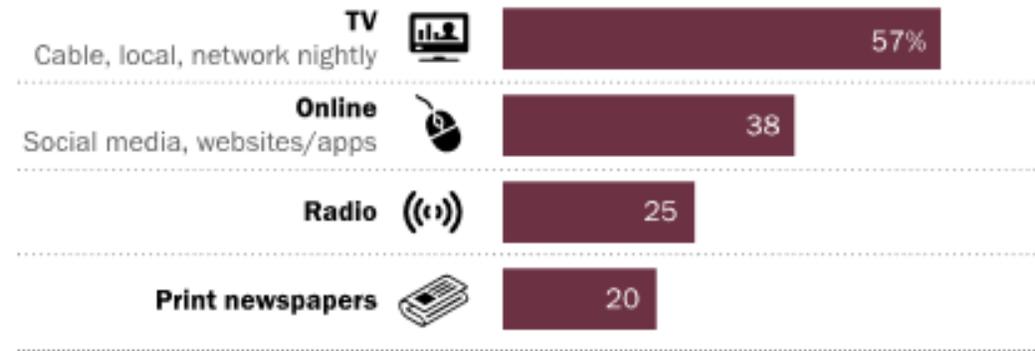


- Make it visual and utilize video as often as possible
- Keep up with trends on various platforms to develop relevant content in real time
 - However, **DO NOT** join a trend just to join it.
- Extend your reach to multiple formats (TikTok, Instagram Reels)
- Engage influencers popular with younger audiences
- Make it interactive

+ REACHING OLDER AUDIENCES

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

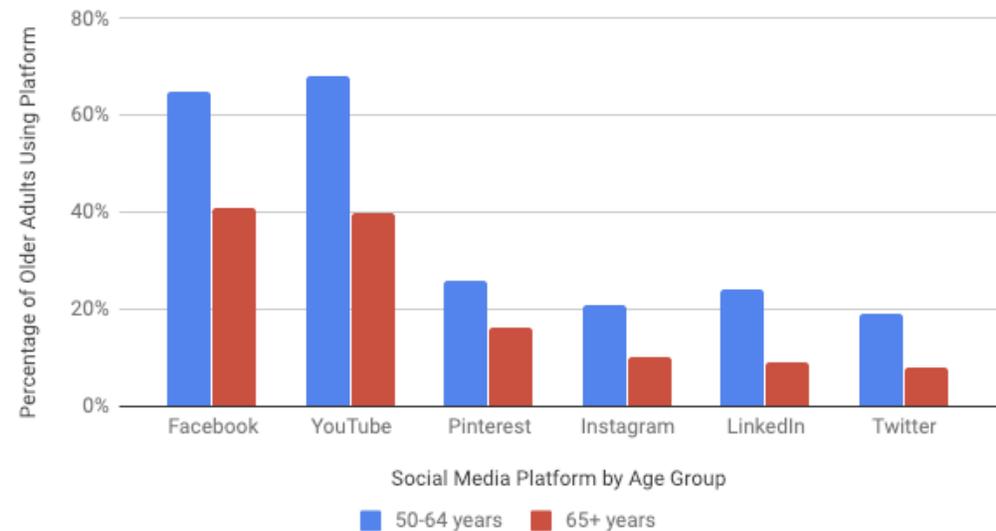
	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).
Source: Survey conducted Jan. 12-Feb. 8, 2016.
"The Modern News Consumer"

PEW RESEARCH CENTER

- Facebook and YouTube
- Local news and traditional media
- Television
- Print

Social Media Use by Older Adults





Nevada Department of Transportation

Published by Whitney Henry · 6d ·



TEST YOUR KNOWLEDGE:

In 2012, NDOT swapped out 45-foot-wide sections of Exit 120 on I-15 using hydraulic jacks, and steel rails, and what household item as a lubricant?



See Insights

Boost Post

30

2 Comments 1 Share



Nevada DOT @nevadadot · Oct 15

TEST YOUR KNOWLEDGE:



In 2012, NDOT swapped out 45-foot-wide sections of Exit 120 on I-15 using hydraulic jacks, and steel rails, and what household item as a lubricant?



45 votes · Final results



3



4



5,844 impressions

301 engagements

75 reactions/votes

+ INCLUSIVE OUTREACH

- ADA compliance – alt text, colors, fonts
- Other languages (social media, web)
- Accessible language (no jargon, not technical)
- Screen readers

Cancel Alt Text Done

Alt text describes your photos for people with visual impairments.



An image of mountains behind a residential area and text that says "We're Hiring! Apply today at careers.nv.gov"



City and County of Denver
Government ✓
Sponsored · 🌐

Hola Sunnyside! No importa dónde usted viva, estudie, trabaje o juegue en Denver, usted merece llegar adonde quiere ir de ...[See more](#)

DENVER MOVES EVERYONE Our Vision to Make People, Goods & Services DENVER THE BLUE HEART CITY

Ayúdanos a crear calles más seguras en Denver

DENVERMOVESEVERYONE.C...
Denver Moves Everyone [Learn more](#)

+ INCLUSIVE OUTREACH



Las Vegas residents who are **seeking assistance** in the process of reviewing and submitting a comment about the recommended alternative **may contact Nevada DOT's office at the telephone number listed below.**



If you need help submitting your comment, call our office using the number below.



Using plain language

+ 511 VS. OTHER RESOURCES

While 511 is a good resource, it may not be a go-to for all audiences – we need to **supplement 511** with other communication tools

Iowa 511 Traveler Information - Southwest Region
April 4 at 4:58 AM · 🌐

I-480 westbound: Entrance ramp closed.

At Entrance ramp from North 40th Street S; Dodge Riverside Drive N. The entrance ramp is closed due to road construction work. A detour is in operation. See map for detour(s). Starting April 4, 2022 at 5:00AM CDT until June 3, 2022 at about 5:00PM CDT. Comment: Council Bluffs RCE (800-579-2719) - Pottawattamie County <http://maps.511ia.org?type=event&id=IADOT-5215125848WB> [Click link for current status]

Like Comment Share

Southwest Iowa 511 Retweeted

Statewide Iowa 511 @statewideia511 · Apr 4

I-480 EB: Right lane closed due to night time construction work from the start of I-480 to Exit 53B - US 6; I-29 (Council Bluffs). Council Bluffs RCE (800-579-2719) - Pottawattamie County maps.511ia.org/?type=event&id...

Southwest Iowa 511 Retweeted

Statewide Iowa 511 @statewideia511 · Apr 19

I-29 NB: Entrance ramp closed due to night time construction work at Entrance ramp from US 30 E. Harrison County maps.511ia.org/?type=event&id...

Council Bluffs Interstate System Improvement Program
April 4 at 10:00 AM · 🌐

TEMPORARY CLOSURE: Dodge Riverside Dr. will have a rocked road detour in place between 38th St and 2nd Ave. This closure will be in place through April 17th. Please remember to plan ahead and follow detours.

IOWADOT
Council Bluffs Interstate System Improvement Program

DODGE RIVERSIDE DR TEMPORARY CLOSURE

Temporary Road Designated Detour
Road Closure

TEMPORARY CLOSURE
Dodge Riverside Drive
will be closed temporarily.
PLEASE PLAN AHEAD.

8 2 Comments 12 Shares

Like Comment Share

04



BEST PRACTICES

- Integrating road ops into content
- Best practices & other considerations

+ INTEGRATING ROAD OPS INTO CONTENT



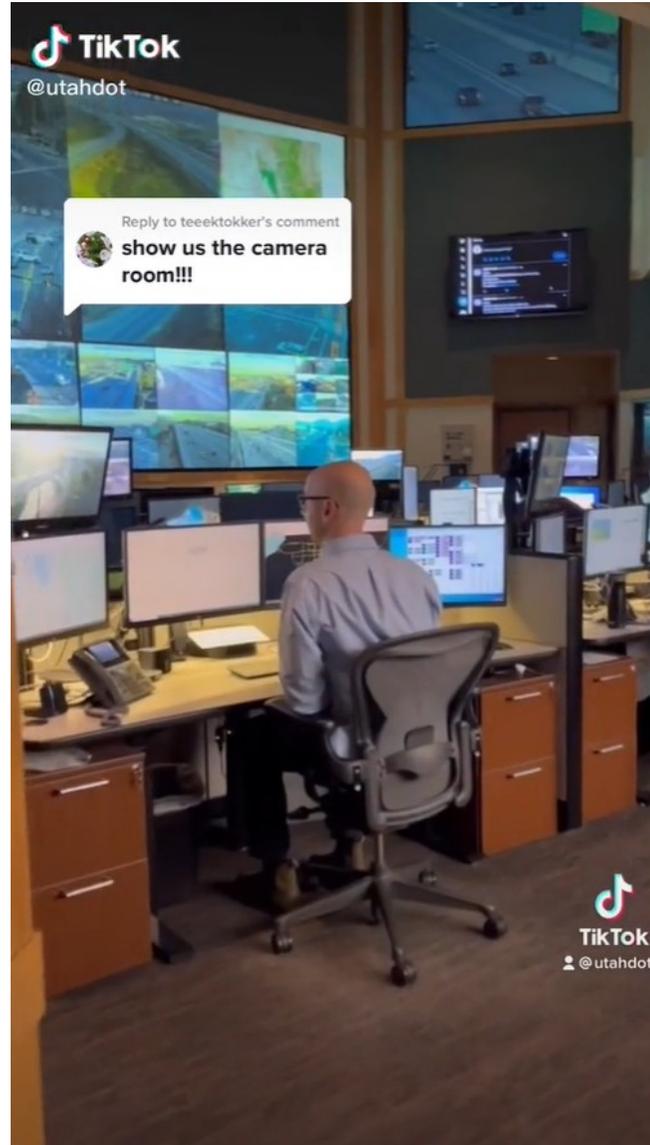
Join Our Team!

16 weeks ago · 1.2K views



Last week, we scaled the southern end of the U.S. 50 Cave Rock tunnel #Taho...

16 weeks ago · 923 views



- Ride-along
- Behind-the-scenes
- Feature employees to cover content topics like:
 - Quick Clearance
 - Move over, slow down
 - Secondary crashes
 - Weather

PLAN AHEAD, Know Your Lane

NORTH



Choose the Right Lane

SOUTH



Choose the Center Lane



GETTING YOU THERE

COUNCIL BLUFFS INTERSTATE

Council Bluffs Interstate System Improvement Program

OVERNIGHT CLOSURE

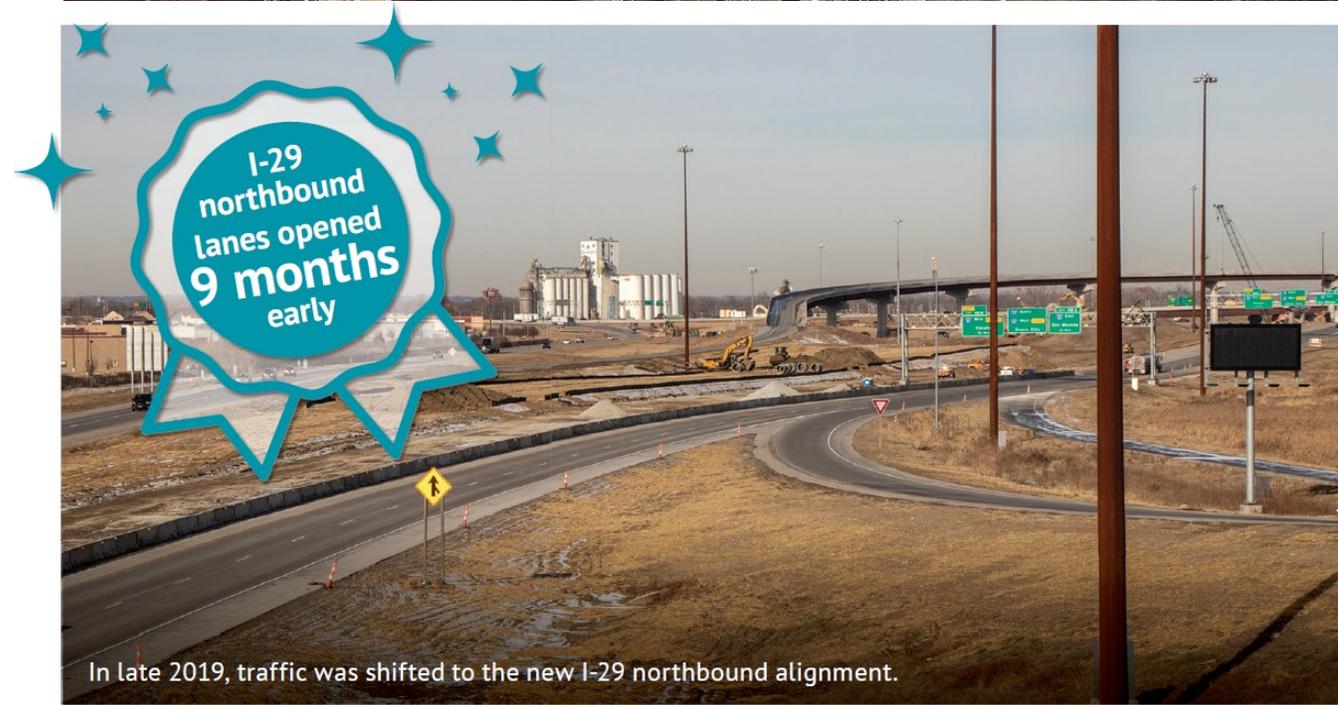
Road Closure Designated Detours

BEST PRACTICES

- No jargon
- Clean, easy to understand graphics
- Succinct messages
- Caveat everything
- Be willing to listen and learn
- Maximize audience reach by using multiple tools that stakeholders already use

OTHER CONSIDERATIONS

- Nearby projects led by others
 - The public does not care whose cone it is
- Take the win on milestone achievements
- Work in partnership with contractors



In late 2019, traffic was shifted to the new I-29 northbound alignment.



THANK YOU



HDR