

Ohio River Bridges Project: Communications & Public Outreach

Angela Nichols - Program Manager, INDOT
Paul Boone, PE - Project Manager, INDOT

March 8, 2016

Purdue Road School



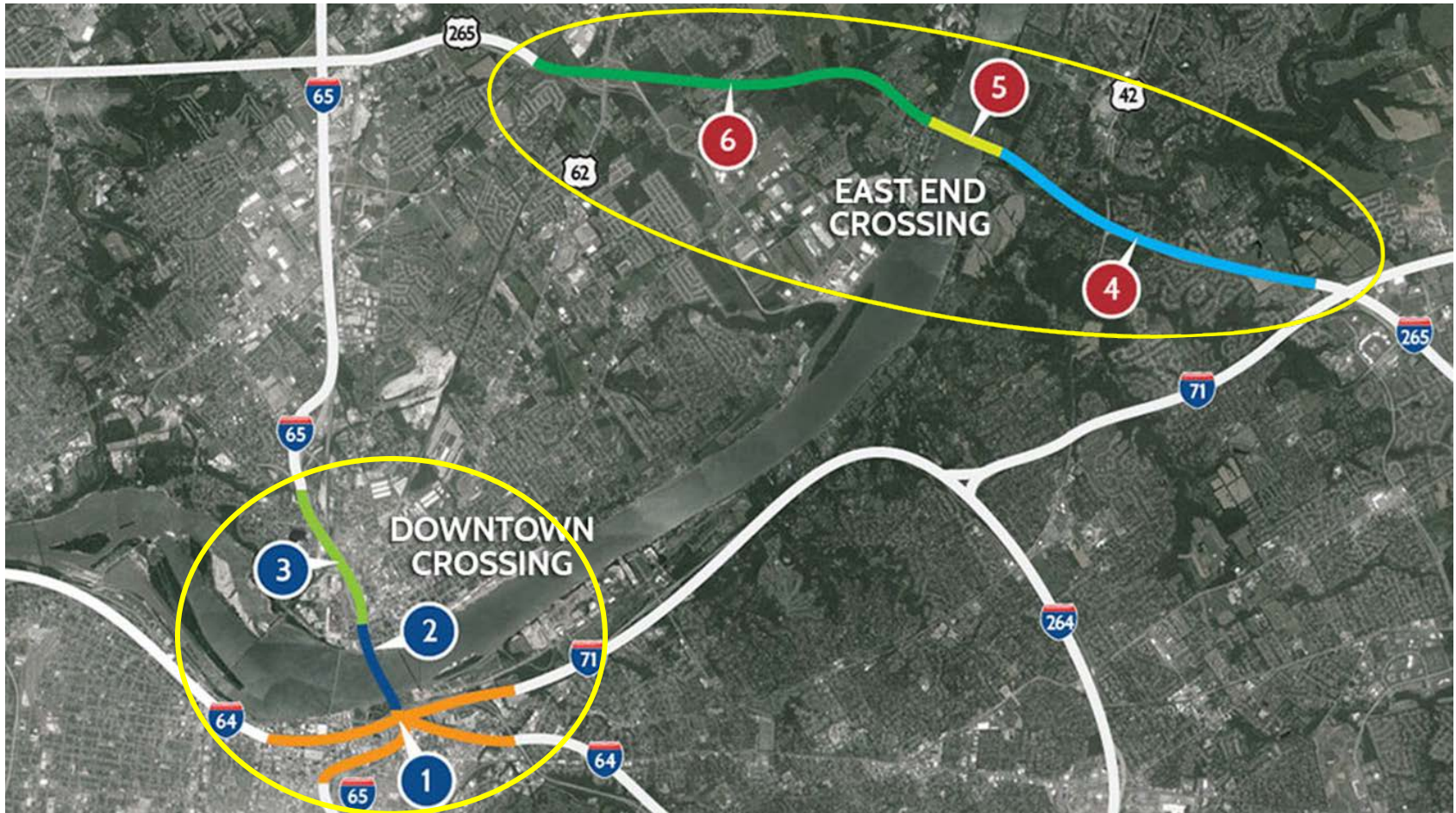
Presentation Outline

- **Project Overview**
- **Internal Communications**
- **Mitigating Internal Challenges**
- **External Communications**
- **Mitigating External Challenges**
- **Lessons Learned**



Project Overview

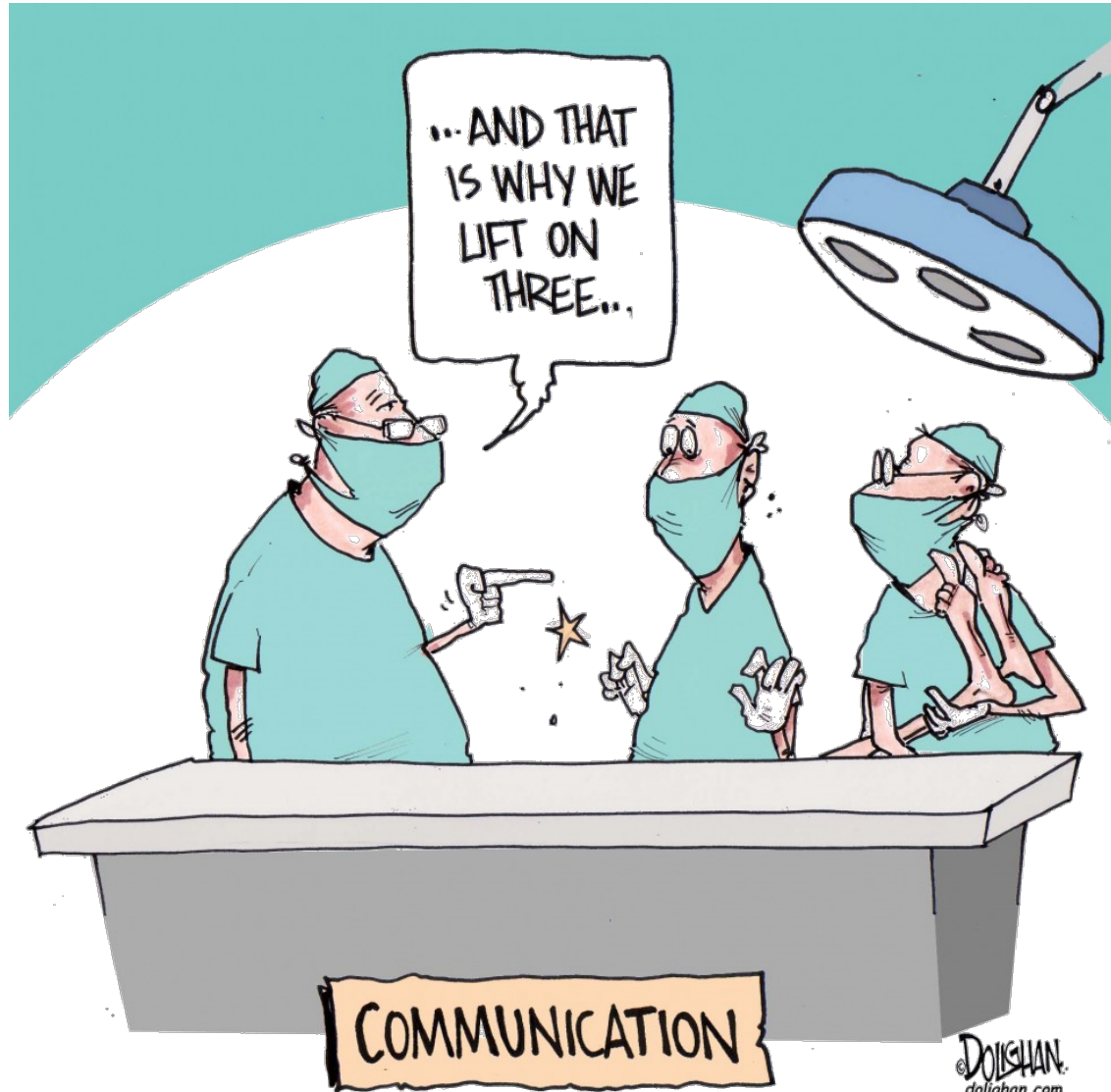
■ Project Location



Project Overview



Internal Communications



Internal Communications

- Challenges



Internal Communications

- **Indiana Finance Authority**
 - **Indiana Department of Transportation**
 - **Central Office & Executive Staff**
 - **Seymour District**
 - **Project Staff**
 - **Consultants**



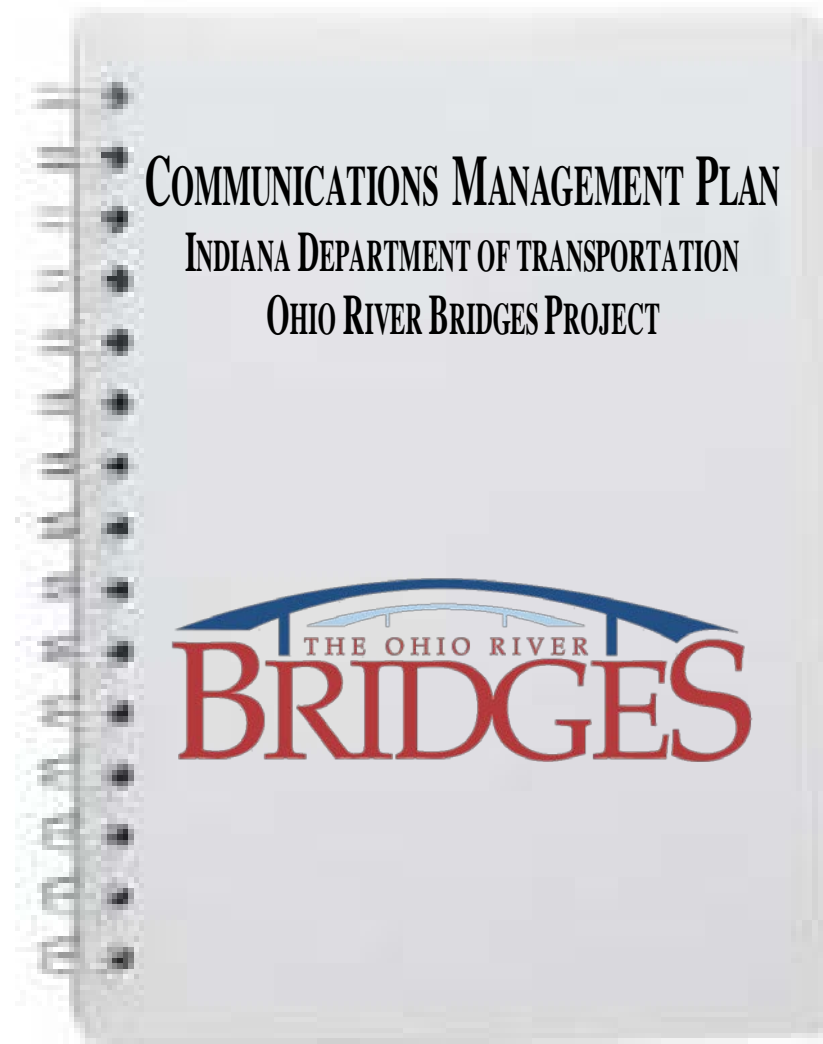
Internal Communications

- **Kentucky Transportation Cabinet**
- **WVB East End Partners, LLC**
 - Communications Consultant
 - Contractor
- **Governor's Office**
- **Federal Highway Administration**



Internal Communications

- **Mitigating the Challenges**
 - Internal Communications Plan



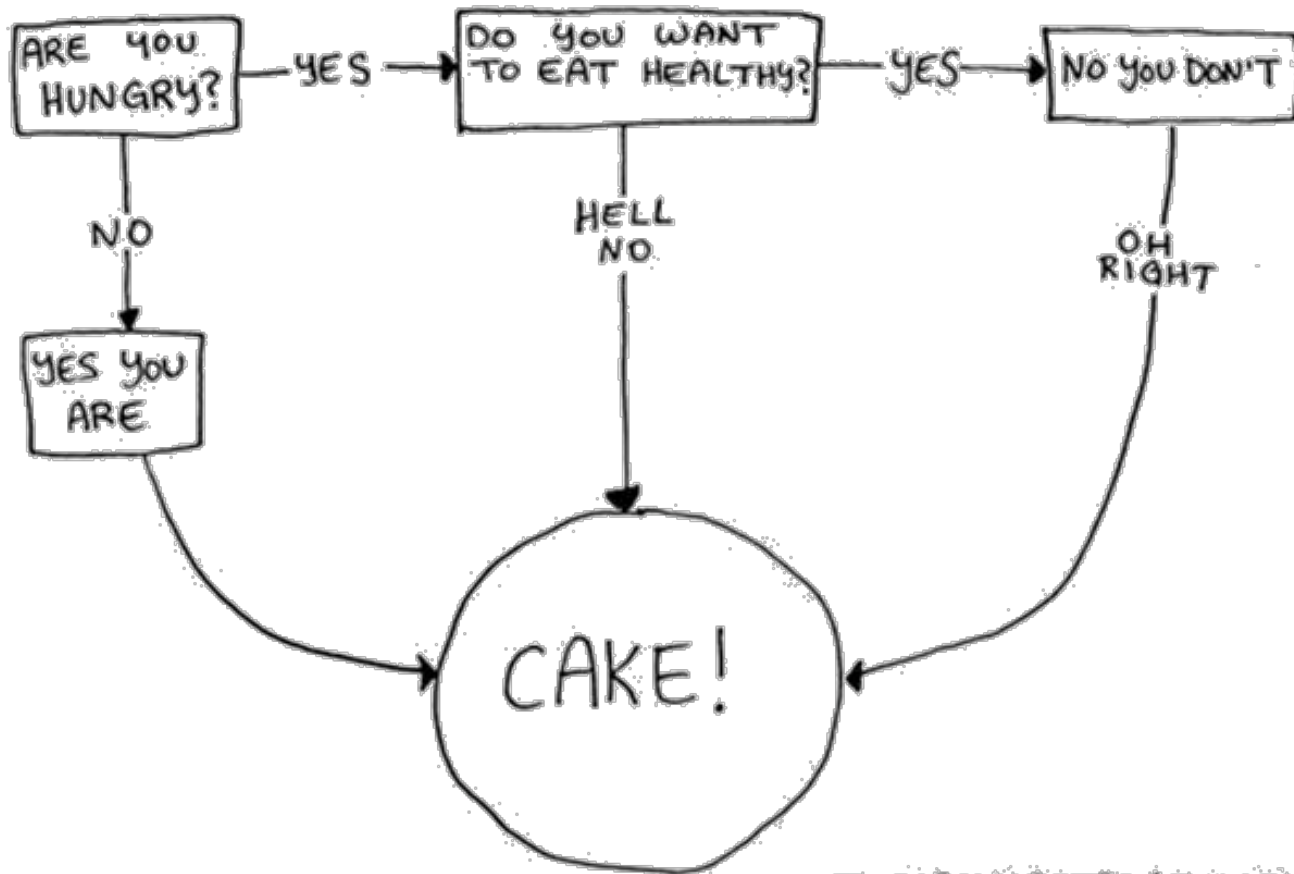
Internal Communications

- **The Communications Plan**
 - **Major Components**
 - **Project Team Directory**
 - **Organizational Chart**
 - **Communications Flowcharts**



Internal Communications

- Communications Flowcharts



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Internal Communications

- **Communications Flowcharts**
 - **Public**
 - **Internal INDOT Customers**
 - **Media**
 - **Kentucky Transportation Cabinet**
 - **Indiana Finance Authority**



Internal Communications

- **The Communications Plan**
 - **Major Components**
 - Project Team Directory
 - Organizational Chart
 - Communications Flowcharts
 - **Bi-State Communications Protocol**
 - **Construction/Field Personnel Protocol**
 - **Communications Log**
 - **Media Protocol**
 - **Proactive Communications**



Internal Communications

- **Mitigating the Challenges**
 - Internal Communications Plan
 - **Scheduled Communications Calls**
 - **Tracking**
 - Communications Log



Internal Communications

■ Communications Log

■ Major Elements

- Customer's Name & Contact Information
- Message or Purpose of the Call / Call Type Category
- Who is Responsible for Follow Up / Closed Entry



Caller Name	Date of Call	Caller's Phone Number	Caller's Address	Caller's Email Address	Message or Purpose of Call	Call Received By	Call Type Category	Form Counter	Follow Up Needed?	Follow Up Assigned To	Closed
Angela Nichols	12.05.2015	812-920-0586	1030 Spring St. Jeffersonville, IN 47130	anichols@indot.in.gov	Brief description of call or email. Date it was responded to or resolved.	Mike Bosc	Damage Claim Miscellaneous \ Construction Complaint \ Traffic \ Blasting \ etc.	1	Yes	Paul Boone INDOT	12/7/2015
Andrea Brady	12.07.2015	123-456-7890	Unknown	abrady@newwestagency.com	Ms. Brady emailed on 12/7/2015 and asked when tolling would begin on the New Bridges. Angela responded that tolling was set to begin when the East End Crossing opened to traffic in late 2016.	Angela Nichols	Tolling	2	No		12/7/2015
Andrea Brady	12.09.2015	123-456-7890	Unknown	abrady@newwestagency.com	Ms. Brady emailed the Indiana Ombudsman and asked where she could get a transponder for tolling. The Indiana Ombudsman forwarded the email to Angela Nichols on 12/9. Angela responded on 12/10 and copied the In Ombudsman with information from David Tally and Clint Murphy - RiverLink transponders will be available beginning in mid-2016 - well in advance of the start of tolling. Two walk-up centers are being established where drivers can gather information, receive transponders, and open or manage accounts. The walk-up centers will be located at 400 East Main St. in downtown Louisville, and 103 Quartermaster Court in Jeffersonville. In addition, plans are being developed to make transponders available at local retailers, through the RiverLink's toll free customer service number 855-RIV-LINK (855-748-5465) and on the RiverLink website, www.RiverLink.com - which will be online by mid-2016 and serve as a primary source for tolling information.	Angela Nichols via Indiana Ombudsman	Tolling	3	No		12/10/2015
Jack Black	12.09.2015	098-765-4321	2020 Vision Lane, Jeffersonville	JB-5@email.twc	12/9 Mr. Black called to report that he has received no response to the damage claim he filed stating that his car was hit by a rock from the jobsite on 9/10. Angela Nichols explained that she would look into his concern and someone from the developer's team would be in touch with him. 12/10 A check of the records indicated that McKenzi called him on 9/11 and sent him a damage claim form via email. WVB received his completed form on 11/25. Chad Conwell (WVC) said Mr. Ormerod's damage claim was approved and a letter sent to him via US mail on 12/2. McKenzi will contact Mr. Black to let him know that a letter has been sent to him.	Angela Nichols	Damage Claim	4	Yes	McKenzi Loid WVB	12/12/2015



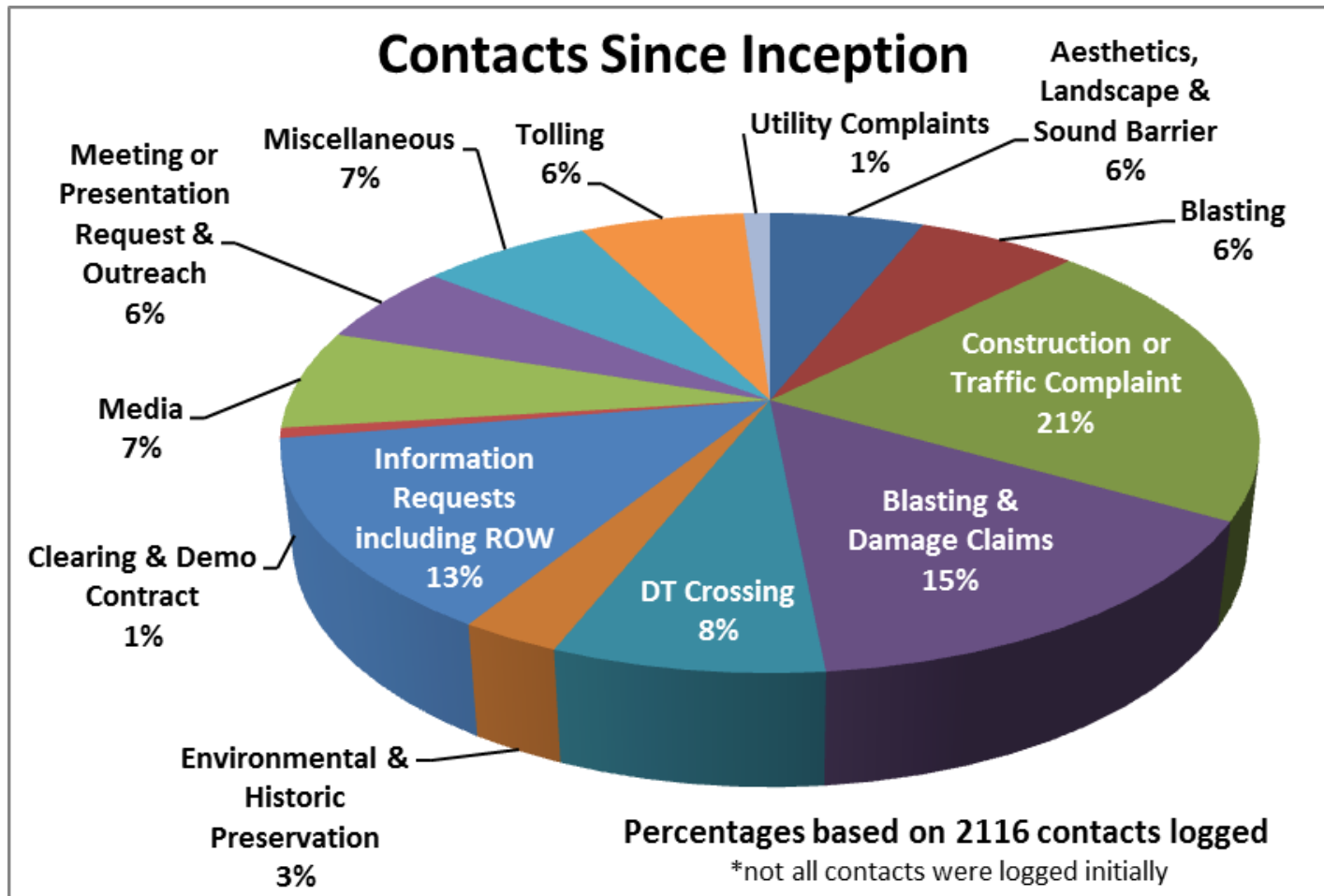
Internal Communications

- **Mitigating the Challenges**
 - Internal Communications Plan
 - Scheduled Communications Calls
 - Tracking
 - Communications Log
 - Pie Charts



Internal Communications

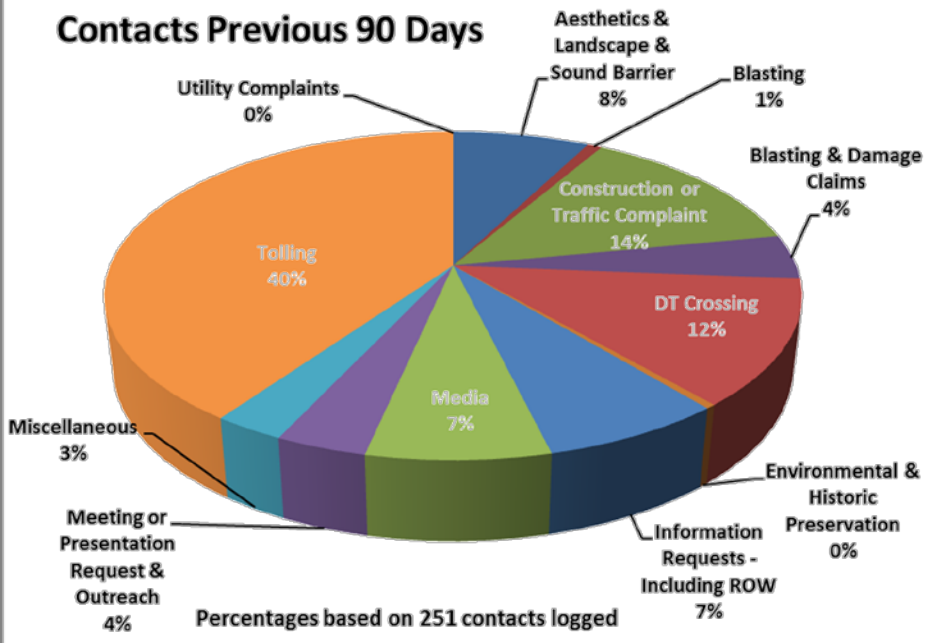
■ Pie Charts



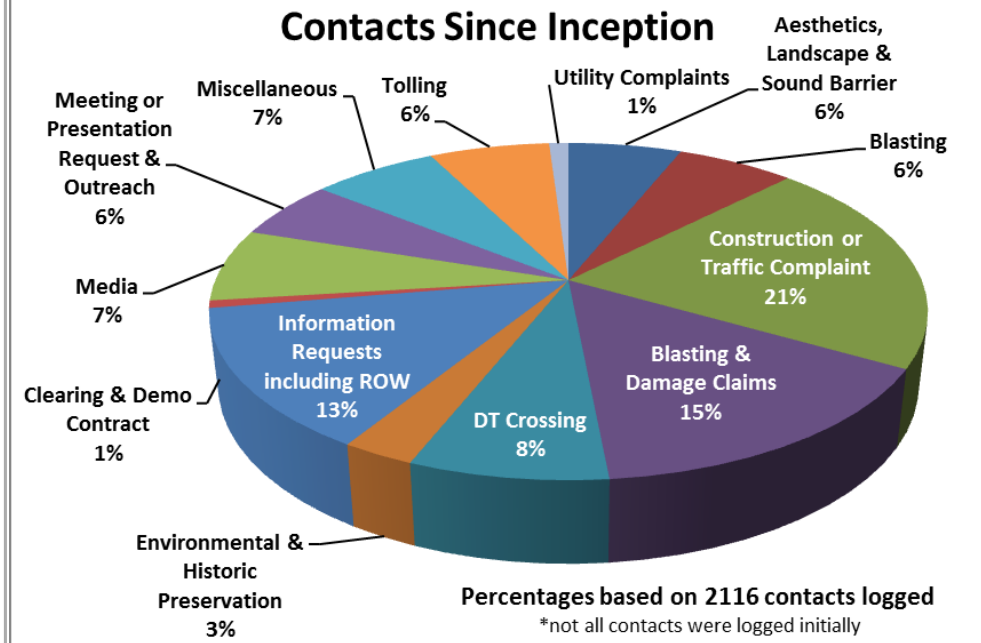
Internal Communications

■ Pie Charts

Contacts Previous 90 Days



Contacts Since Inception



Internal Communications

- **Mitigating the Challenges**
 - Internal Communications Plan
 - Scheduled Communications Calls
 - Tracking
 - Communications Log
 - Pie Charts
 - Website Analytics

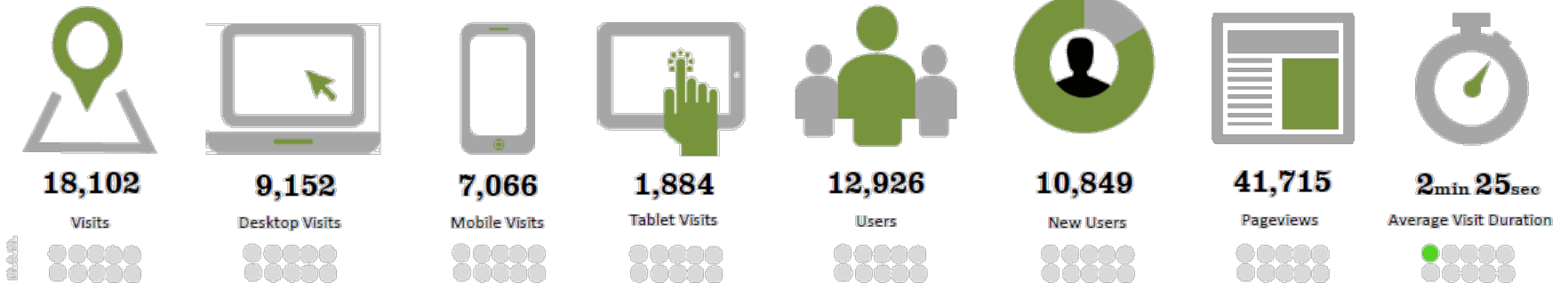


Internal Communications

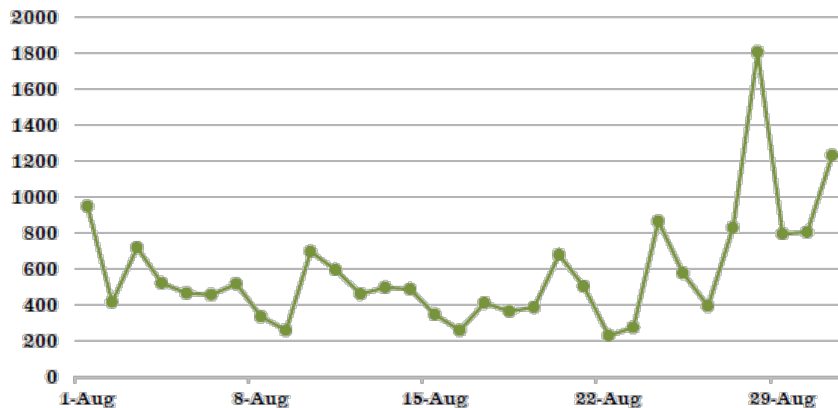
Website Analytics

Website (East End Crossing)

Overview



Site Traffic (by Pageviews)



Key Page Performance

Page	Pageviews	Unique Pageviews	Time on Page
Project Overview	4,874	3,436	1:14
Roundabouts	4,579	3,735	4:01
Project Videos	4,528	3,917	6:19
Live Camera Feed	3,192	2,548	3:38
Traffic	1,443	1,249	2:00
Maps and Features	1,412	1,133	1:28



Internal Communications

Website Analytics

Key Traffic Drivers

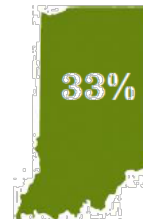


Facebook Posts: Opening of the Roundabouts

Lingering Effect

1 Days

Site Traffic (by geography)



City	Visits	City	Visits
Jeffersonville	2,925	Louisville	4,653
Indianapolis	620	Glasgow	419
New Albany	565	La Grange	230
Charlestown	280	Lexington	149



Summary

Observation

Facebook drove over 1,400 sessions in one day when from posts about the roundabouts.

Most of the traffic from Glasgow originated on Facebook and was directed towards the roundabouts page.



Internal Communications

- **Mitigating the Challenges**
 - Internal Communications Plan
 - Scheduled Communications Calls
 - Tracking
 - Communications Log
 - Pie Charts
 - Website Analytics
 - Monthly Executive Staff Update



External Communications



External Communications

- **External Communication Challenges**
 - **Local Residents**
 - Public Sentiment
 - **Traveling Public**
 - **Local Stakeholders**



External Communications

- Local Stakeholders



One Southern
Indiana
Chamber & Economic Development

RIVERRIDGE
COMMERCE CENTER



External Communications

- **External Communication Challenges**
 - Local Residents
 - Public Sentiment
 - Traveling Public
 - Local Stakeholders
 - **Local Municipalities**



External Communications

- Local Municipalities



The City of
Green Springs



External Communications

- **Mitigating the Challenges**
 - **Single Point of Public Contact** & One on One Communication with Local Residents



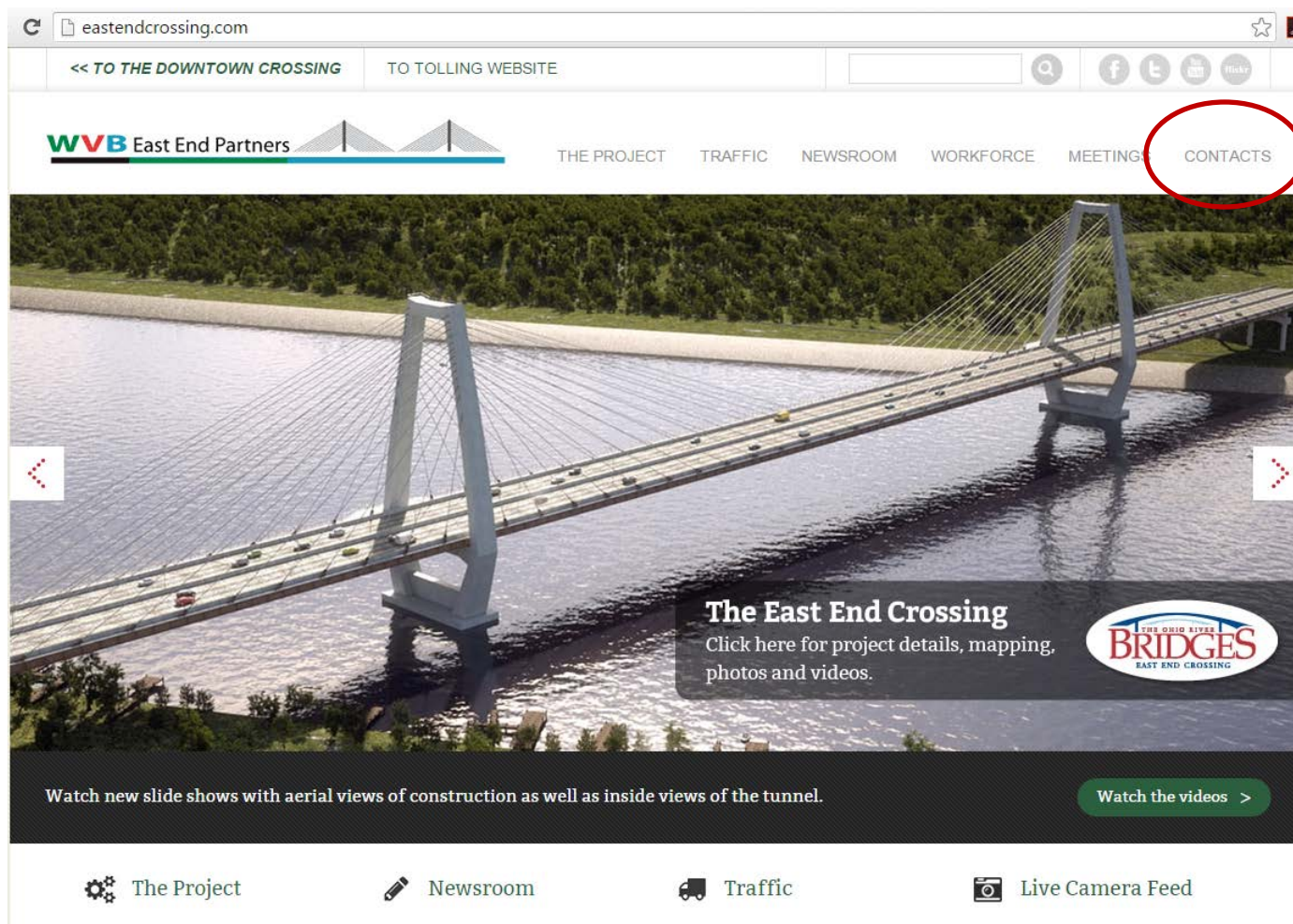
External Communications

- Mitigating the Challenges



External Communications

■ Project Website – A One Stop Shop



The screenshot shows the website for the East End Crossing project. The browser address bar displays "eastendcrossing.com". The navigation menu includes "WVB East End Partners" with a logo, and links for "THE PROJECT", "TRAFFIC", "NEWSROOM", "WORKFORCE", "MEETINGS", and "CONTACTS". The "CONTACTS" link is circled in red. Below the navigation is a large image of a cable-stayed bridge over a river. A text box on the image reads "The East End Crossing" and "Click here for project details, mapping, photos and videos." with a "BRIDGES EAST END CROSSING" logo. A button at the bottom of the image says "Watch the videos >". At the bottom of the page, there are four icons with labels: "The Project" (gear icon), "Newsroom" (pencil icon), "Traffic" (truck icon), and "Live Camera Feed" (camera icon).



External Communications

- **Project Website – A One Stop Shop**
 - **Weekly Traffic & Blasting Alerts**
 - Local Media Outlets
 - Email
 - Text
 - Twitter
 - Facebook
 - Website Posting



External Communications

- **Frequent Website Updates**
 - Project & Construction Photos
 - Live Camera Feed of Construction



External Communications

- **Frequent Website Updates**
 - Project & Construction Photos
 - Live Camera Feed of Construction
 - Google Earth Interactive Overlay
 - Virtual Project Tours



External Communications

- **Proactive Public Outreach**
 - **Presentations & Project Updates**
 - Local Government, Civic & Social Organizations
 - Homeowners Associations
 - Emergency Personnel



External Communications

- **Proactive Public Outreach**
 - **Open Houses & Public Meetings**
 - Construction Kickoff
 - Aesthetics
 - Construction & Blasting Impacts
 - Approximately 490 Residences Within 500' of Project Blasting Limits
 - Roundabout Outreach



External Communications

- **Roundabout Outreach**
 - **Interchange Specific Brochures and Presentation Boards**
 - **Interactive Point to Point Animation**





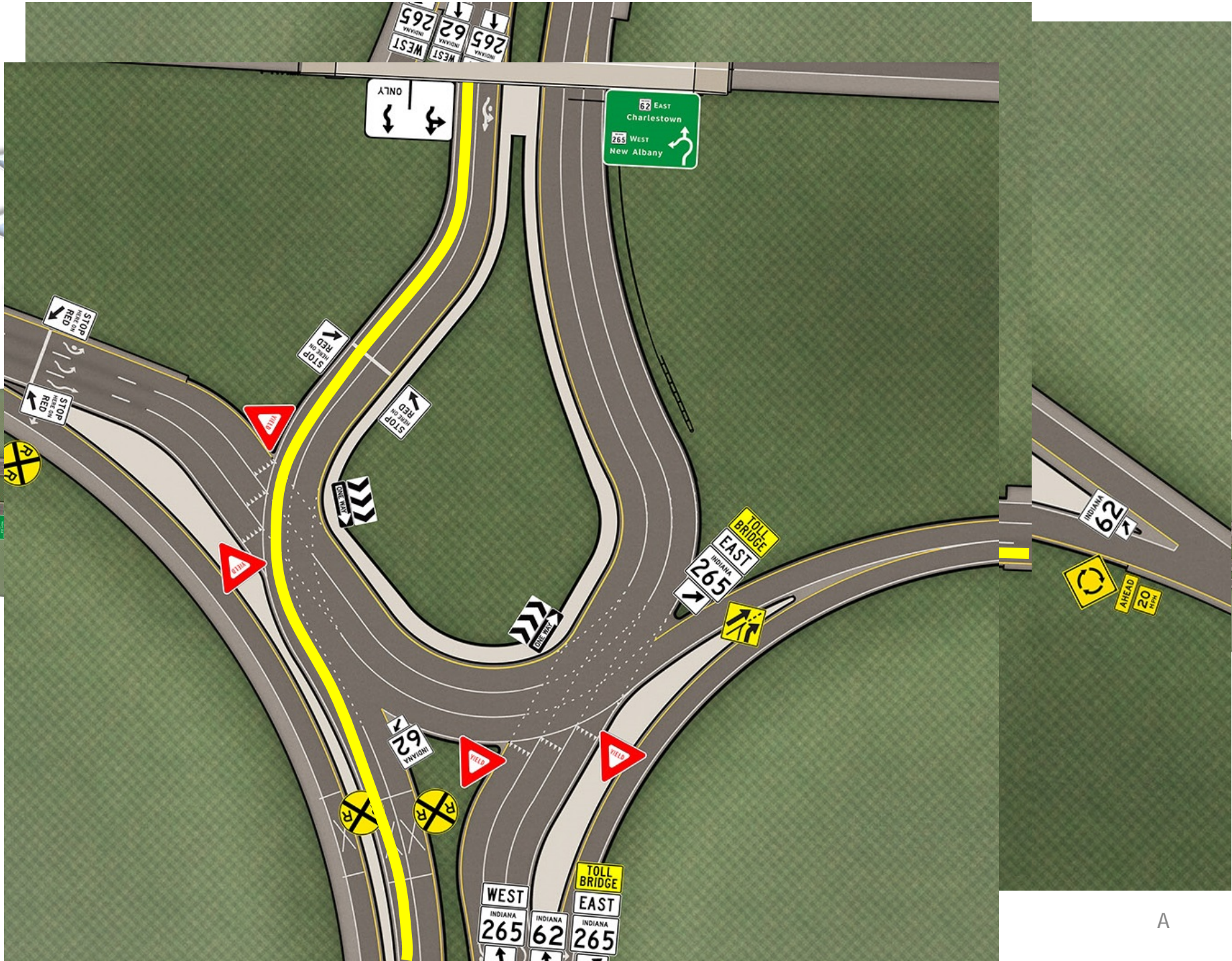
Point to Point Navigation

East End Crossing Open House

7/23/2015

SR 265/SR 62/Port Road
Interchange

- [Port Road to SR 62 WB to 10th Street / Jeffersonville](#)
- [Port Road to SR 62 EB to Charlestown](#)
- [Port Road to SR 265 EB to the East End Bridge](#)
- [Port Road to SR 265 WB to I 65](#)
- [East End Bridge to SR 62 EB to Charlestown](#)
- [East End Bridge to SR 265 WB to I 65](#)
- [East End Bridge to 10th Street / Jeffersonville](#)
- [East End Bridge to Port Road](#)
- [SR 62 WB to SR 265 WB to I 65](#)
- [SR 62 WB to 10th Street / Jeffersonville](#)
- [SR 62 WB to Port Road](#)
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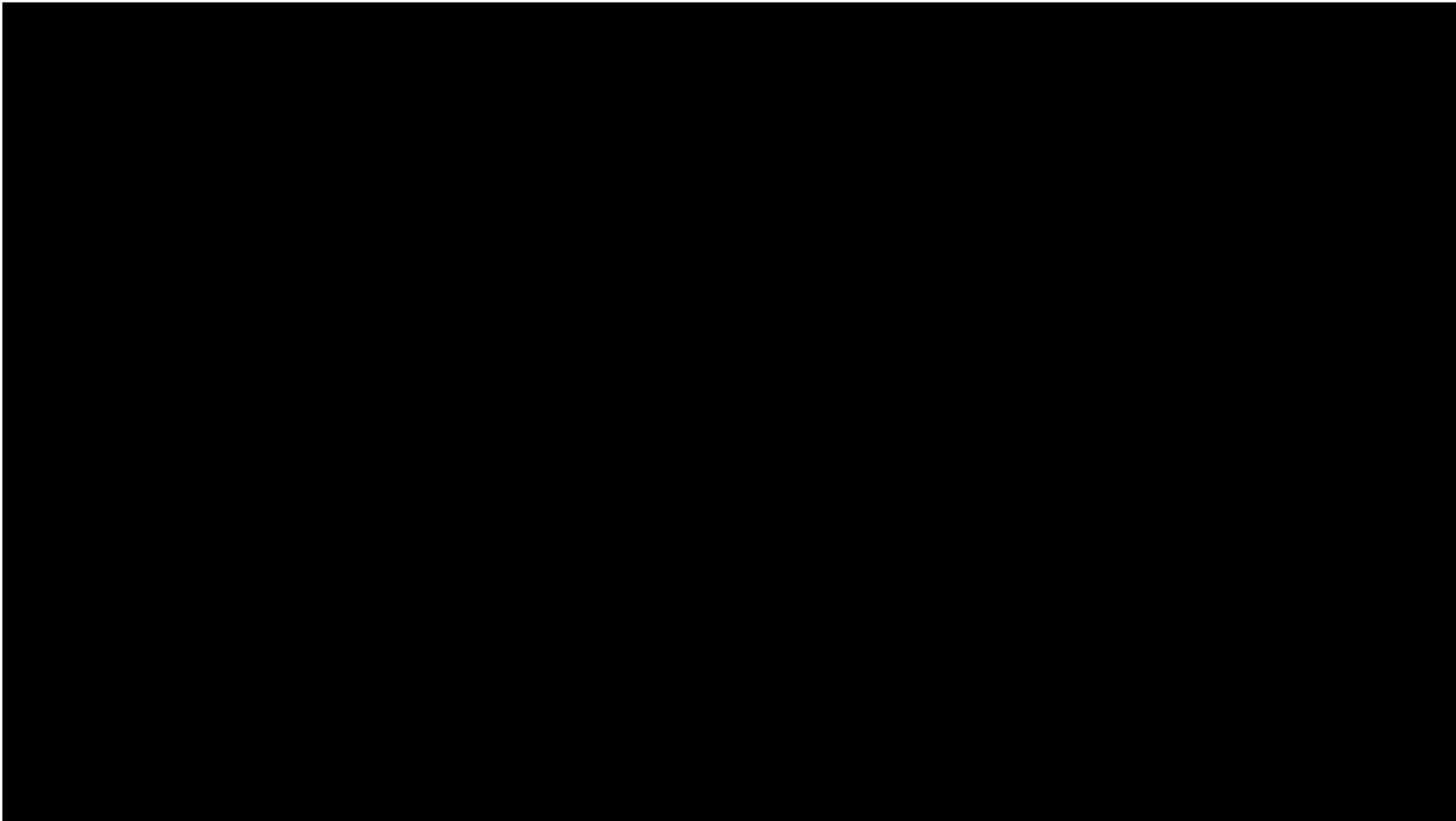


External Communications

- **Roundabout Outreach**
 - Interchange Specific Brochures and Presentation Boards
 - Interactive Point to Point Animation
 - **Walkable Interchange Exhibit**

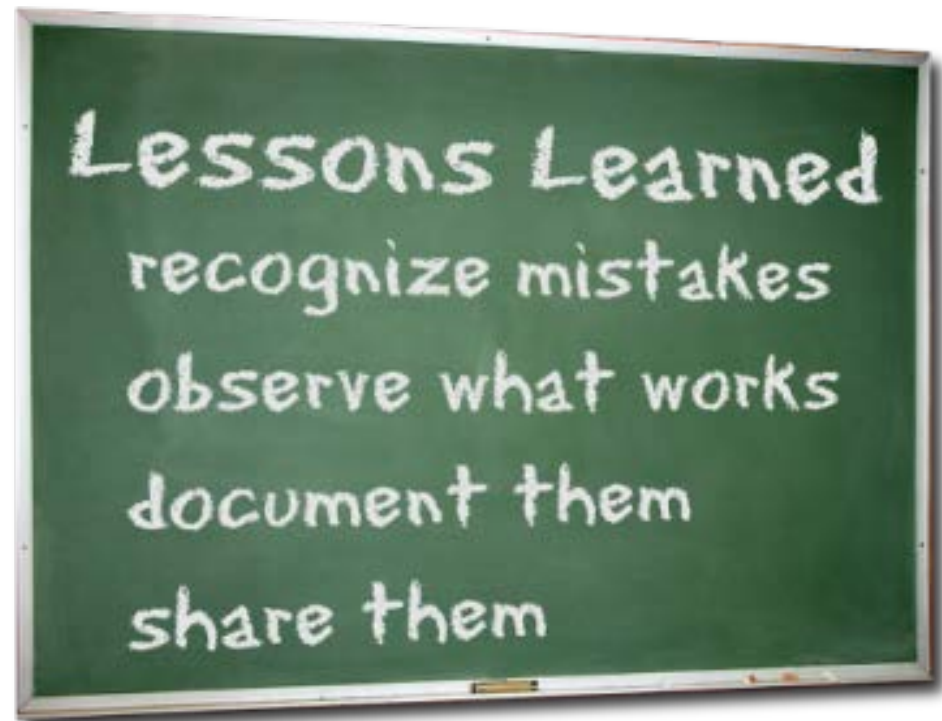


External Communications



Lessons Learned

- Proactive Communication – Our Most Valuable Tool
- Tracking! Tracking! Tracking!
- Timing is Everything



Questions

