#KnowBeforeYouGo
Keeping the Public and Local Stakeholders Informed of Work Zone Traffic Impacts through Active Communications

June 27, 2018
LET'S DO ROAD WORK ON EVERY STREET

AT THE SAME TIME,
Common Challenges

*Fear* the orange barrel
Common Challenges

Reliance on GPS as truth in the work zone

8. Veering into a sand pit

GPS often can't account for changes, like construction. But that's why drivers have eyes and, ideally, wits. Unfortunately, one or the other was missing from a German couple driving around Hamburg one night in 2006. The 80-year-old driver was so dedicated to his navigation's know-how that he ignored a highway's initial "closed for construction" sign, as well as several successive barricades, until he plowed right into a sand pit. Luckily, the motorists escaped uninjured, though their egos were likely bruised.

“8 drivers who blindly followed their GPS into disaster”, The Week, May 7, 2013
Common Challenges

Reaching motorists in a saturated media market
Use Traditional Methods: Print

- News Releases
  - Traditional print
- Traditional Radio/Local TV
- Newsletters and project trackers
Use Traditional Methods: Interaction

- Physical public information sessions
  - Business owner task force briefings
  - Hosting open houses
- Physical storefronts
- Public telephone hotlines
- Active participation with local advocacy groups
- Presentations to community groups
Use Traditional Methods: Interaction

- Targeted information sessions
  - One-on-one personal meetings with businesses
  - Briefings with first responders
  - City Council briefings
  - School district briefings
  - Chamber of Commerce briefings
  - Traffic management team meetings
Common Electronic Channels

- State DOT lane closure databases and maps
- Project-specific branded websites
- E-blasts to subscribers
- Specialized maps for local distribution
- Social Media
Innovative Channels

- YouTube channels
- Virtual town halls
- Mobile app
- Text alerts
- Efforts to target business retention
- Participation in community events
- Coordination with Waze
Social Media Tips

• Pictures drive eyeballs over plain text
• Hashtag to your consistent local topics e.g., #KnowBeforeYouGo
• @ Your partners to pick up shares/retweets
• Need a content stream to capture viewers before the big need
Lessons Learned

• Some general rules apply, but constituents and outreach needs vary by project
• Understand your audience and find channels to get the information to them
• Always adapt
• Integrate safety campaigns into briefings