Communicating The Value of Preservation

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Communicating the Value of Preservation: A Playbook

TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES
The Objective

- Preservation Is a Growing Issue Across the Nation
- Preservation Challenge Is a Hard Sell for Audiences
- DOTs Must Rethink Preservation Communication Practices
The Four Building Blocks

• Audience Identification and Segmentation
• Market Research
• Message Content
• Message Delivery
Audience Identification and Segmentation

Who are your customers and how are their interests related?
Checklist of Critical Activities

- Set up audiences brainstorming session
- List potential audience elements
- Divide audiences into segments
- Assess audience segments
- Use stakeholder interview-based market research
- Prepare refined final list of audience segments
- Prepare interest/influencer matrix (optional)
Step 1: Identify Audience Segments

- Elected officials
- Local officials (Non-elected)
- Freight dependent industries
- Business groups
- Industry partners
- Transportation advocacy coalitions
- General public

Potential list of a typical DOT’s audience for its maintenance and preservation messages
Step 2: Assess Audience Segments

• Motivation for action?
• What do they care about / what words resonate?
• Their trusted sources of info?
• Effective methods for communicating?
Step 3 - optional
Interest/Influence Matrix

<table>
<thead>
<tr>
<th>Influence</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>Low</td>
</tr>
<tr>
<td>Large</td>
<td>High</td>
</tr>
<tr>
<td>Small</td>
<td>Low</td>
</tr>
<tr>
<td>Small</td>
<td>High</td>
</tr>
</tbody>
</table>

- **Latents**: Opposed Legislators, Local Chambers
- **Promoters**: Supportive Legislators, Local Officials, Construction Industry
- **Apathetics**: Law Enforcement, Commuters
- **Defenders**: Local Government Staff
Market Research

What do your customers value?
• Can be done in all phases of a communication campaign
  – Formative Phase
  – Pre-test Phase
  – Monitoring/Evaluation Phase
Market Research

• Gathering of audience or stakeholder data, input, and feedback

• Data ranging from simple comment cards used at a public meeting, to elaborate focus group efforts or polls

• Can be helpful at all stages in a communications campaign (Formative Phase; Pre-test Phase; Monitoring/Evaluation Phase)
Message Content

How do you create concise and compelling messages that appeal to the emotions and interests of your audience?
Message Content Design

• Creation of communications materials is as much an art as a science
• Built on a strong analytic foundation
• Cut through the clutter
• Succinct and resonate with the audience on an emotional level.
A slogan and logo example

A PENNY PAVED IS A PENNY EARNED
Metaphor Example...We can’t just focus on the bad bridges
We must also prevent the good bridges from going bad
Use images and fewer words

Worst
First
Design easily understood charts

- Interstate PL-1
- Interstate PL-3

PL-1 are pavements in good condition

Percent of system miles in performance level

- Interstate PL-1
- Interstate PL-3

1983 to 2006

Percent of system miles in performance level
Percent of bridges in good condition

Customer Expectations: 85%

2011: 82%
Message Delivery

How do you effectively reach the most customers?
No matter how clever the message is, without the right message delivery mechanism – your message won’t reach the minds of the right people at the right time and motivate them to action.
How DOTs Communicate

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press releases</td>
<td>96%</td>
</tr>
<tr>
<td>Presentations to stakeholders</td>
<td>84%</td>
</tr>
<tr>
<td>Website (one-way)</td>
<td>72%</td>
</tr>
<tr>
<td>One-on-one meetings</td>
<td>68%</td>
</tr>
<tr>
<td>Fact sheets</td>
<td>68%</td>
</tr>
<tr>
<td>Brochures</td>
<td>64%</td>
</tr>
<tr>
<td>Facebook</td>
<td>60%</td>
</tr>
<tr>
<td>Twitter</td>
<td>56%</td>
</tr>
<tr>
<td>Interactive Website</td>
<td>52%</td>
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<tr>
<td>Press conferences</td>
<td>44%</td>
</tr>
<tr>
<td>YouTube channel</td>
<td>40%</td>
</tr>
<tr>
<td>Email blast</td>
<td>40%</td>
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<tr>
<td>Editorial board visits</td>
<td>28%</td>
</tr>
<tr>
<td>Videos</td>
<td>24%</td>
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<tr>
<td>Paid media</td>
<td>24%</td>
</tr>
<tr>
<td>Blogs</td>
<td>20%</td>
</tr>
<tr>
<td>Billboards</td>
<td>20%</td>
</tr>
<tr>
<td>Video press releases</td>
<td>12%</td>
</tr>
</tbody>
</table>
3 Message Delivery Categories

- Direct Contact
- Traditional Media
- New Media
The Duct Tape Won’t Last Forever

Executive Staff Briefing
11/12/10
Logo and Tagline...

A PENNY PAVED IS A PENNY EARNED
External Presentations...

A PENNY PAVED
IS A PENNY EARNED

Contractors Association Meeting

John Smith
DOT Bridge Management Professional
Handouts...

Preserving our Infrastructure

We've come a long way since the mid-80's when less than half of our roads were in good condition. During the 1980's and 1990's, we invested in the reconstruction of nearly 100,000 highway miles.

Over the past eight months, DOT has gathered feedback from users all across the state through surveys and road tours. We have learned our customers expect 85% of our roads to be in good condition at all times. As the graph below indicates, we're dropping below that target.

Over the past several decades, transportation agencies have returned billions of dollars to build one of the best transportation networks in the country. Our network is in good condition today, but it's becoming more expensive to maintain.

Since 2007, we have launched a program to highlight the importance of preserving the transportation system and to promote transportation funding with the mantra "A Penny Saved is a Penny in the Bank." The Sustainable Communities Initiative promotes community growth and environmental responsibility.

For more information, please contact the Joint Preservation Office:
(518) 544-2066

It's about applying the right treatment to the right pavement at the right time.

The Importance of Preservation

(Blank) 2017
January 2017
Websites...
MEDIA CONTACT
Name
Title
Direct Phone or Cell Phone
E-mail

PRESERVING THE TRANSPORTATION SYSTEM IS FOCUS OF THE NEW (STATE) DEPARTMENT OF TRANSPORTATION WEB SITE

City, State – January 17, 2012– With an eye towards the future of transportation in (State), the Department of Transportation is pleased to announce the launch of a new web site dedicated to preservation of the state’s transportation system.

The new site – www.pennypaved.org – features important information about the transportation system and ongoing preservation efforts in (State). Visitors can track specific transportation project progress, learn about upcoming projects and view first-hand the importance of preservation.
YouTube/Video
Smart Phone Apps?

POTHOLES REPORTED
006971

Available on the App Store
The Outcome – Messages that Stick

1. Show transportation matters
2. Get transportation recognized
3. Incubate a network of transportation supporters
4. Orchestrate a call-to-action
Thank You!

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