Strategic Communications Direction

Presented to the State Transportation Board
Committee of the Whole
March 15, 2017

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Where we've been

Where we've been

Where we're going

Where we're going

- Overcome lingering negative impact

- Carefully craft and nurture change in perception

- Fill up our "bucket of good will"

- Improve communications workflow, accuracy, efficiency and expediency

- Align resources and people

- Focus energy on productive and measurable outcomes

- Adjust course when necessary

How we'll get there

Seven Key Principles

Integrate

Innovate

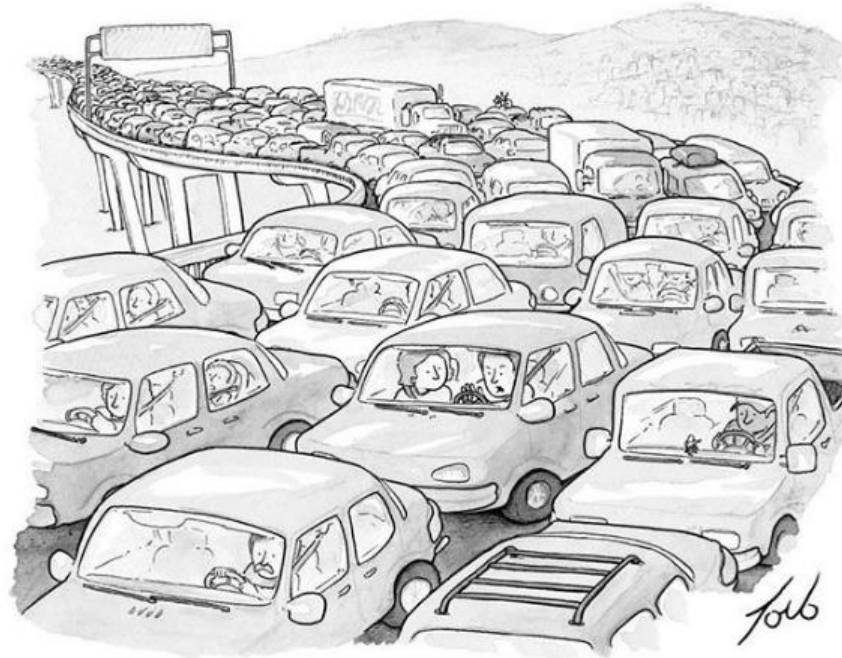*Collaborate*

Anticipate

Celebrate

Saturate

Evaluate

Integrate

Become more than the sum of our parts

"Why isn't my car horn magically fixing everything?"

Integrate

- Bring communications personnel & functions together as a single team
- Backfilling open positions with different skillsets
- Better define the working relationship with DCO's
  - Providing more regular opportunities for meeting, idea-sharing, training and support
  - Recognize their achievements and promote their successes

Innovate

Do things differently, reconsider, break the mold

"Speeding, officer? You'll have to ask the self-driving car."

Innovate

- Capitalize on new integrated team support structure
- Model best case studies from other DOTs, the private sector
- Introduce processes that improve efficiency
- Effectively utilize consultant resources
- Improve every single touchpoint with our constituents
- Become more nimble; respond with urgency to capitalize on real-time situations

Innovate

- Focus on brand

- Traditional media vs. non-traditional media

- Become our own "news network"

- Messaging & media training

- Website(s) and Apps
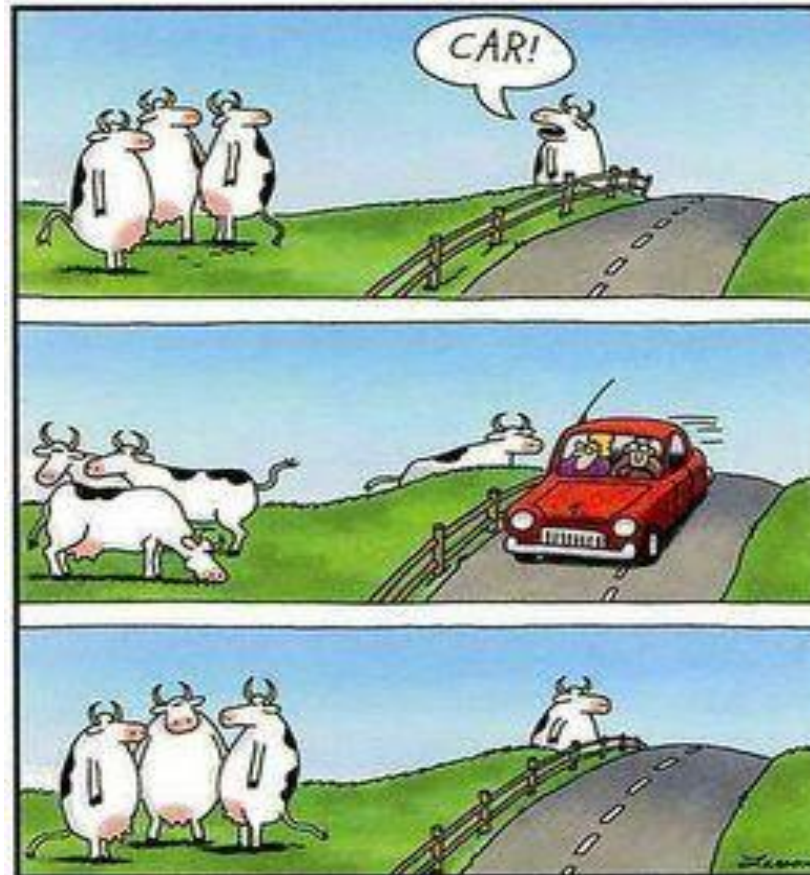

AASHTO DTU: GA DOT Announces Nation's 1st Statewide Freeway Patrol Service: CHAMP; Governors Ready Wish List of 300 Infrastructure Projects; California Republicans Ask Trump Administration to Block Bullet Train Funding

02/07/2017

Collaborate

Work more closely together to accomplish all we can

Collaborate

- Enhance and strengthen the public engagement process
- Work more closely with each other & other resources
- Internal reporting
  - Working internal "beats" to mine information and story ideas which can be proactively positioned through both traditional and social media
- External outreach
- Work new angles, explore more new & different strategic partnerships with media

Anticipate

Plan ahead to exceed expectations

Anticipate

- Utilize new tools & project management software to ensure strong momentum, timely outcomes, superlative products
- Editorial & production calendar
  - Overlay regular activities and products
  - Incorporate unknown (but expected) events, like hurricanes and winter storms
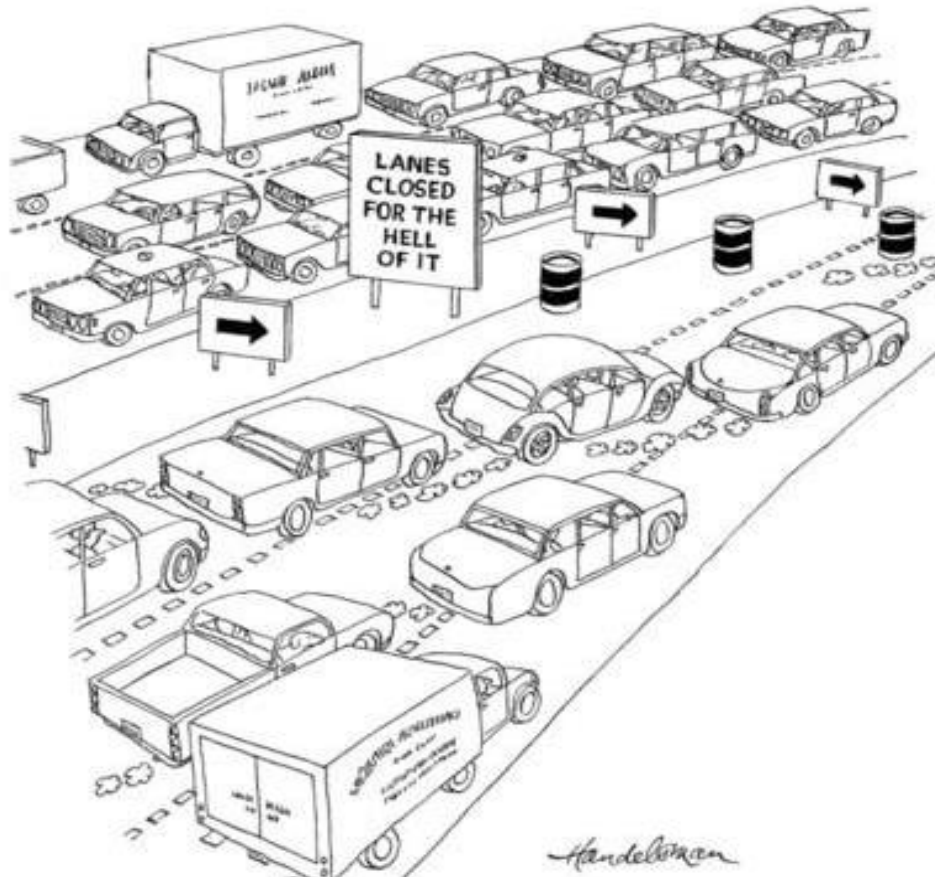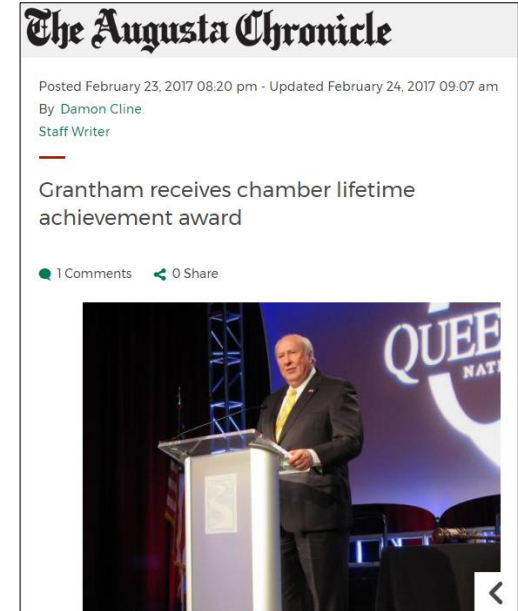- Crisis Communications Guide

Celebrate

Find and share the best of GDOT

Celebrate

- Ensure that important stories of service are being told & shared

- Humanize the department

- Further educate about how GDOT is improving our quality of life

- Research, cover & pitch the best of the best
  - Integration of technology
  - Ideas and products yielded by innovative approaches
  - Unique services, like CHAMP

The Augusta Chronicle

Posted February 23, 2017 08:20 pm - Updated February 24, 2017 09:07 am
By Damon Cline
Staff Writer

Grantham receives chamber lifetime achievement award

1 Comments   0 Share

Saturate

Tell our stories often and through every channel

Saturate

- Effective storytelling requires repetition

- Steady drumbeat of positive information

- Leave no stone unturned – be aggressive

- Identify every possible audience

- Identify best, most strategic message to help us tell our story

New diverging diamond interchange now open at SR 21, I-95

Published: Monday, January 16th 2017, 4:58 pm EST
Updated: Monday, January 16th 2017, 4:58 pm EST

By Sean Evans, Reporter CONNECT

Evaluate

Measure and model success

Evaluate

- Measure results; set aggressive, attainable goals: define what success looks like

- Gauge impact; use both data and subjective measures to help inform decisions

- Apply key learnings to future efforts

- Monthly, quarterly and annual KPIs

Innovation in action

Questions?

"It sort of makes you stop and think, doesn't it."

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