

# Strategic Communications Update

Presented to the State Transportation Board  
Committee of the Whole  
March 14, 2018

Scott Higley  
Director of Strategic Communications





# What we sought to do

- Carefully craft and nurture GDOT's image
- 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



# Seven Key Principles

***Integrate***

***Innovate***

***Collaborate***

***Anticipate***

***Celebrate***

***Saturate***

***Evaluate***

# Seven Key Principles

*Integrate*

*Innovate*

*Collaborate*

**Support Department Goals**

*Anticipate*

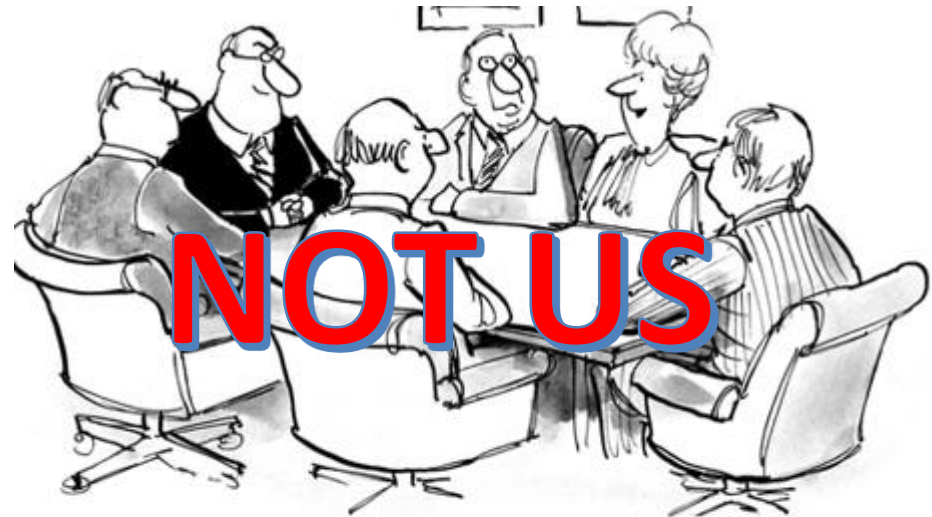
*Celebrate*

*Saturate*

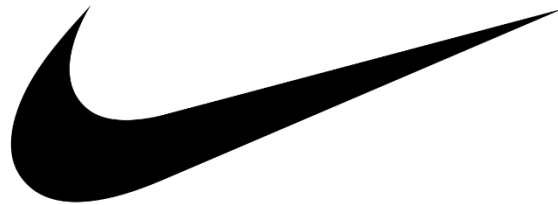
*Evaluate*

# Four Most Important Elements

- Strategy
- Strategy
- Strategy
- Just Do It.

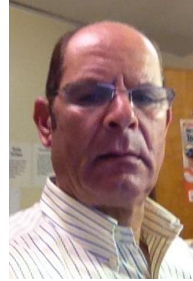


“What if we don’t change at all ...  
and something magical just happens?”





# Enthusiastic team, diverse skillsets





# **Supporting Transparency & Openness**



# Growth in social media

January 1, 2017 – January 1, 2018 Georgia Department of Transportation Main Page



[www.facebook.com/GeorgiaDOT](https://www.facebook.com/GeorgiaDOT)

## Followers:

2017 – 9,395  
2018 – 16,754

**78% Increase**

## Engagement\*:

2017 – 18,850  
2018 – 101,622

\*includes reactions, comments  
and shares to our content posted

**439% Increase**

## Followers on all Facebook Channels (includes Districts):

2017 – 16,064  
2018 – 32,846

**51% Increase**

## Inbound Message Sentiment





# Growth in social media

January 1, 2017 – January 1, 2018 Georgia Department of Transportation District Pages



## District 1 Followers:

2017 – 1,825

2018 – 3,326

**82%** Increase

## District 2 Followers :

2017 – 1,905

2018 – 5,764

**202%** Increase

## District 3 Followers :

2017 – 125

2018 – 296

**136%** Increase

## District 4 Followers :

2017 – 615

2018 – 1,917

**211%** Increase

## District 5 Followers :

2017 – 850

2018 – 2,471

**190%** Increase

## District 6 Followers :

2017 – 826

2018 – 1,130

**36%** Increase

## District 7 Followers :

2017 – 523

2018 – 1,188

**127%** Increase

District 1: [www.facebook.com/GDOTNE](http://www.facebook.com/GDOTNE)

District 2: [www.facebook.com/GDOTEast](http://www.facebook.com/GDOTEast)

District 3: [www.facebook.com/GDOTWest](http://www.facebook.com/GDOTWest)

District 4: [www.facebook.com/GDOTSW](http://www.facebook.com/GDOTSW)

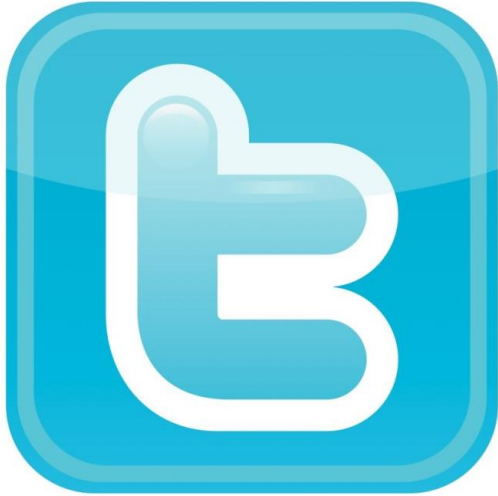
District 5: [www.facebook.com/GDOTSouthEast](http://www.facebook.com/GDOTSouthEast)

District 6: [www.facebook.com/GDOTNW](http://www.facebook.com/GDOTNW)

District 7: [www.facebook.com/GDOTMETROATL](http://www.facebook.com/GDOTMETROATL)

# Growth in social media

January 1, 2017 – January 1, 2018 – Georgia Department of Transportation Main Page



[www.twitter.com/GADeptofTrans](https://www.twitter.com/GADeptofTrans)

Followers:

2017 – 15,318

2018 – 25,084

**64% Increase**

Engagement\*:

2017 – 11,414

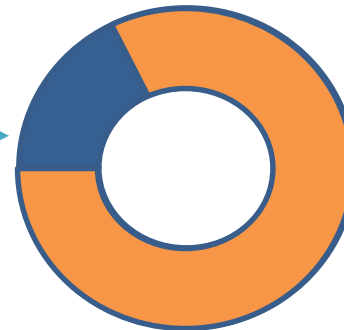
2018 – 17,605

**54% Increase**

\*includes quotes, retweets, likes  
and replies to our content posted

## Inbound Message Sentiment

Negative:  
1,158



Positive:  
5,147

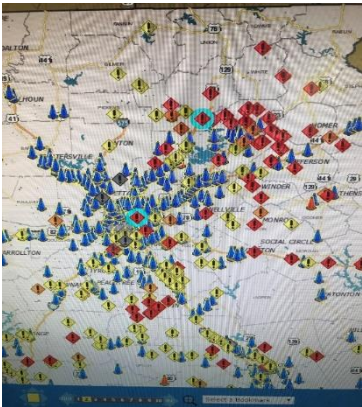




**Top mention earned 952 engagements**



[Katie Beasley @KatieBFOX5 Sep 12](#) Those red, orange & yellow alerts are the downed trees, flashing traffic lights, reports of debris, etc. [@GADeptofTrans](#) is working hard. [pic.twitter.com/XsnttEGzWk](#)



Replies 5 Retweets 22 Likes 23

**Top media Tweet earned 36K impressions**

We are urging folks to stay off roadways, but if you are out and about and come to a traffic light out – treat as four way stop. [#staysafe](#) [pic.twitter.com/HelFxMA4SW](#)



TREAT IT AS A **FOUR-WAY STOP**



Replies 6 Retweets 164 Likes 101

**I-85 DETOURS**



**Top Tweet earned 38.8K impressions**

GDOT Commissioner McMurry just announced [#I85rebuild](#) to be completed and open prior to Memorial Day weekend. Thank you for all the support. [pic.twitter.com/F5SRKWGld2](#)



Replies 10 Retweets 153 Likes 183

**Top Tweet earned 69.6K impressions**

Use MARTA or other commute options. If U must drive, know your alt routes b4 U go and stay up-to-date with [@511Georgia](#) Use caution/patience [pic.twitter.com/JNRI9B6doy](#)

# The Faces Behind the Work

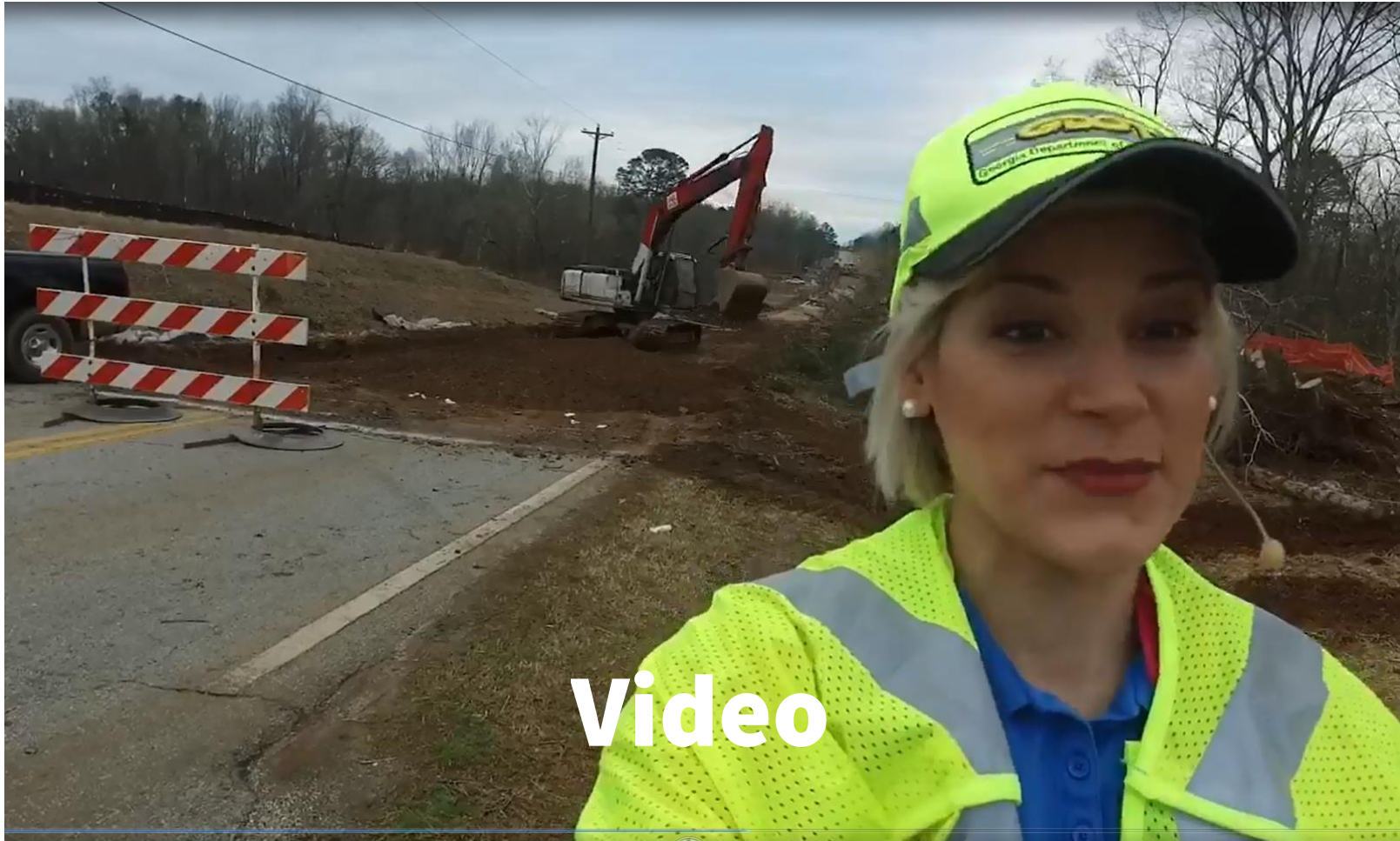


*Humanizing the Department using social media*





# GDOT 'News Network'



**Video**





# Launch of Blog: The Extra Mile

[Travelers](#)[Business & Government](#)[Projects](#)[Programs](#)[About GDOT](#)

## The **Extra Mile** Blog

Our dedicated team works to provide efficient, innovative solutions to our common challenges. Read the posts below to learn how Georgia DOT is keeping Georgia connected.

### Driving Economic Development

Posted: February 22, 2015, 12:00 PM



Bert Brantley, Chief Operating Officer, Georgia Department of Economic Development  
[View Bio](#)

263  
Shares



Share

263  
Shares



Share



Tweet



Share



Email



Print

The competition to attract new business and jobs these days is fierce. We have worked hard under the leadership of Gov. Nathan Deal to make Georgia the **number one state for business**, a distinction we have now earned from two different national economic development publications. A big part of the Georgia advantage – our world-class transportation infrastructure and an innovative, long-term plan to ensure Georgia remains a frontrunner for companies looking to relocate or grow.

Georgia has become a hub for corporate headquarters, manufacturing and distribution facilities, and research and innovation centers over the past few years. From Mercedes-Benz USA and Pinewood Atlanta Studios in metro Atlanta, to Kia Motors Manufacturing Georgia in west Georgia and Gulfstream Aerospace down on the coast, these companies chose Georgia's incredible connectivity to ensure their employees, products, suppliers and vendors have the necessary ingredients to succeed – on the day they open their doors and 20 years in the future.



# Upgraded website

[Home](#)
[About GDOT](#)
[Board](#)
[Employment](#)
[Contact Us](#)

[TravelSmart](#)
[Drive Smart](#)
[Partner Smart](#)
[Build Smart](#)
[Invest Smart](#)

**2015 Title VI Training**  
[Register Now](#)

[1](#)
[2](#)
[3](#)

Travel Smart it's more than simply getting from here to there. The Georgia Department of Transportation is dedicated to helping you travel smart through our careful planning, hard work and innovative ideas.

[LEARN MORE](#)

### ANNOUNCEMENTS

- Highways For Life Project Survey
- I-75 South Metro Express Lanes
- Investment & Performance Report
- Northwest Corridor Express Lanes
- Suggest A Quick Fix
- Title VI Training
- VSL Implementation
- Weekend Lane Closure Report

[VISIT PRESS ROOM](#)

### KEY SERVICES

- Georgia Commute Options
- Local Maintenance & Improvement Grant (LMIG)
- Online Bidding
- Permits
- Prequalification
- Project Info & Search
- Road & Traffic Data
- Transportation Maps

[VIEW MORE](#)

### TRENDING

[VIEW MORE](#)

**TOP 5 MOST VISITED**

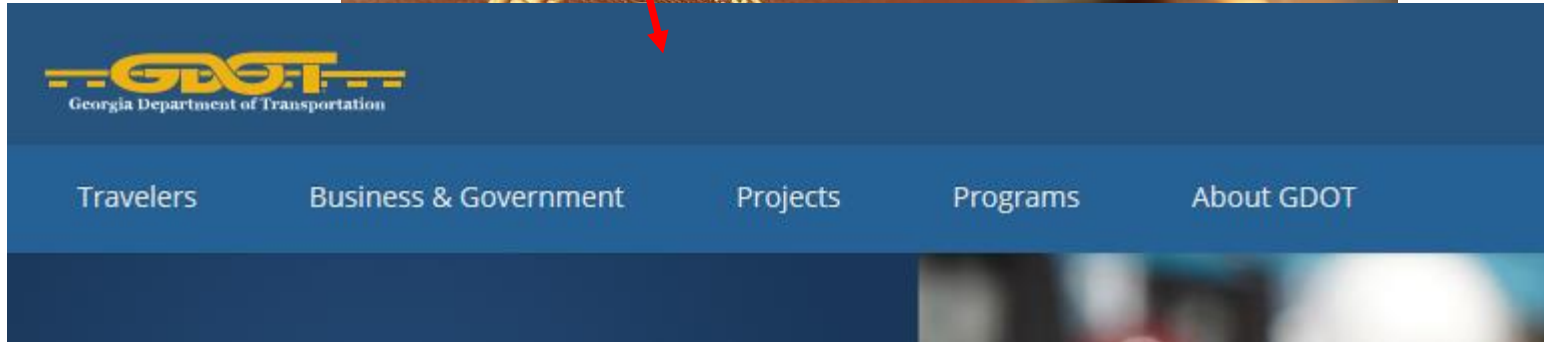
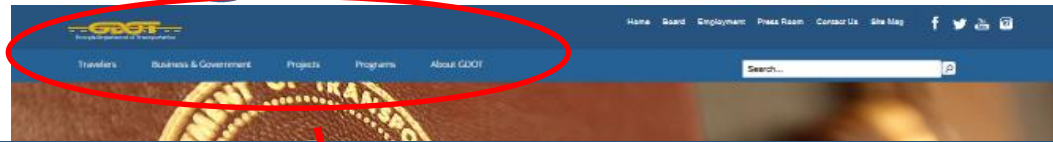
- Welcome to the GDOT
- Project Search (TransPI)
- GDOT Offices & Divisions
- Data
- Contractors

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Georgia Department of Transportation  
One Georgia Center  
600 West Peachtree NW  
Atlanta, GA 30308  
(404) 631-1990 Main Office  
[Contact Us](#)



# Upgraded website



## Latest News

### Public Information Open House Meetings

September 12, 2017, 11:00 AM

Georgia DOT holds public information open house meetings to review information on proposed projects and provide feedback.

[Read More](#)



### Be Prepared and Stay Informed About Severe Weather

September 5, 2017, 4:00 PM

Visit Ready Georgia for helpful tips on how to stay prepared and informed about severe weather in your area.

[Read More](#)



### Register for the 2017 Fall Drug & Alcohol Training Seminar

September 5, 2017, 10:00 AM

The Office of Intemodal will conduct a Drug and Alcohol Training Seminar on October 3-5, 2017 at the Macon training facility on Riverside Drive. Please complete the form to register for the seminar. NOTE: Each participant must register individually.

[Read More](#)



[View Press Room](#)

## Trending

- Georgia DOT (@GDOTrans) Congratulations to @donsidglover on his #Emmy wins for "Atlanta." We feel like we've won too #Emmys #GlamourShot #AVinForAtlanta
- Georgia DOT (@GDOTrans) Hey Georgia Drivers! We would like to wish you all a positive and productive week!
- Georgia DOT (@GDOTrans) 🏆🏆🏆 Georgia DOT Awards \$62.3 Million in Construction Contracts 🏆🏆🏆 [malchi.mp4obgeorgia-do...](#)

[View Social Hub](#)



[Subscribe to e-Newsletter](#)

## Most Visited

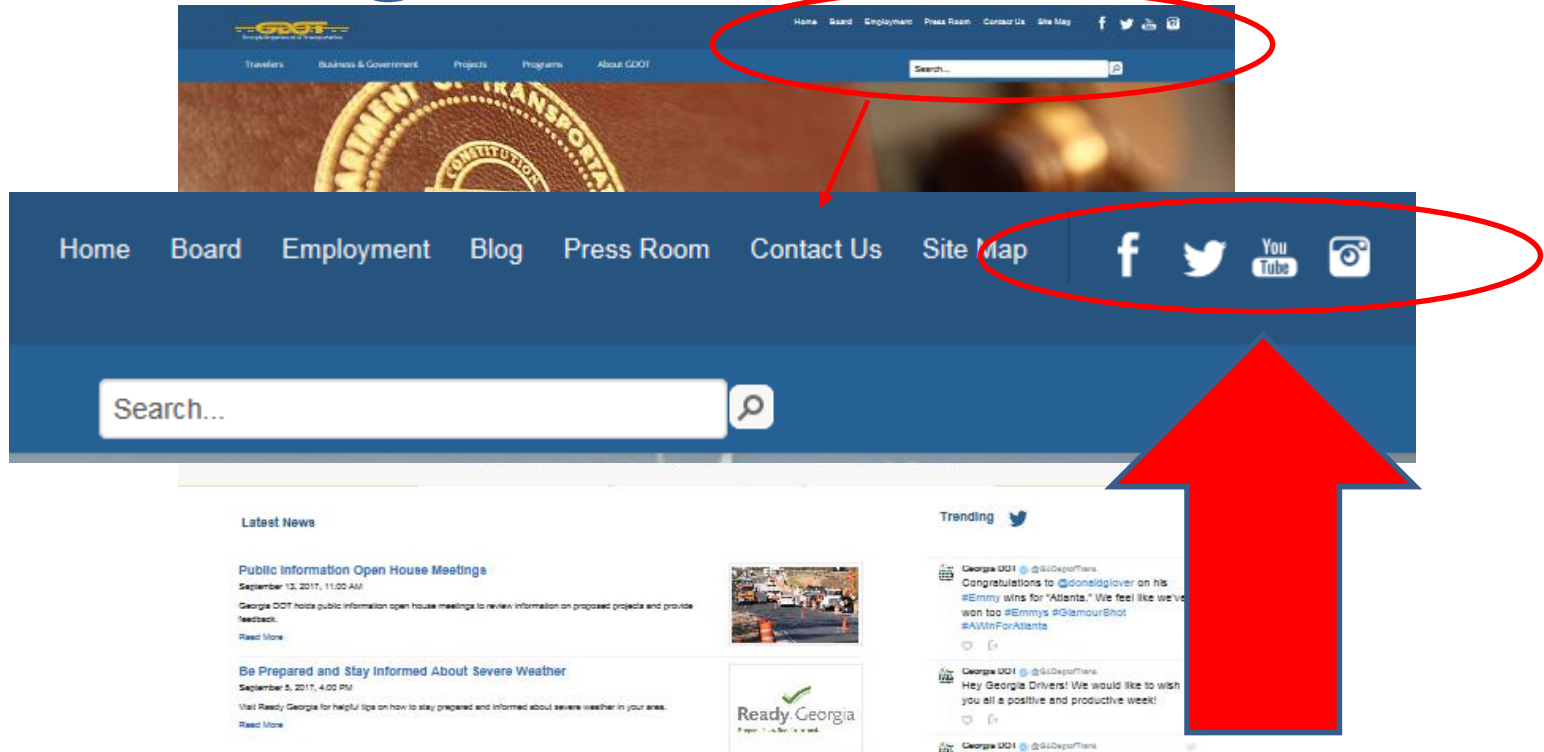
- Construction & Traffic Data
- Employment
- Maps
- Contractors
- Design Manuals & Guides

Georgia Department of Transportation  
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500 West Peachtree NW  
Atlanta, GA 30308  
(404) 655-1100 Main Office  
[Contact Us](#)





# Upgraded website



**Average 5% increase in time spent on site  
and number of pages visited**



# Strategic Pitches & Partnerships



**savannahnow**  
Savannah Morning News



Posted December 30, 2017 10:03 pm

Editorial: GDOT gets a bad rap



▼ TRAFFIC



▼ WEATHER





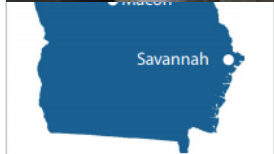
# Modernize & Streamline

- Improved & expanded products
  - Accountability & Investment Report
  - Quarterly MilePost
  - Congressional District reports
- Reporting against goals
  - Mileposts insert
  - Online dashboard





# Major Mobility & Legacy Projects



11. Commercial Vehicle Lanes  
SR 155 to I-475

## Major Mobility Investment Program



*Investing in Georgia's Future*

[More About the Program](#)

### Major Mobility Investment Program (MMIP) Overview

Passage of the Transportation Funding Act (TFA) has allowed the Georgia Department of Transportation (Georgia DOT) to make major investments in Georgia's transportation network. Under the Major Mobility Investment Program (MMIP), an initial list of 11 large-scale transportation projects will improve mobility in Georgia's metro areas and provide overall improvements to quality of life for commuters.





# **Supporting Customer Service**



# Remedy Upgrades

- Quicker response to our customer
- Faster tactical response to correct the issue

## Contact Us

Georgia DOT wants your feedback! Please call 1-800-455-4545 or visit our website for more information. Hours (Monday - Friday, 7:30 a.m. - 5 p.m.)

## Helpful Resources

Business Opportunities  
Disadvantage Business Enterprise  
Driver License  
Emergency Services & Info  
Employment  
Environmental  
Express Lanes & Peach Pass  
GBI: Human Trafficking Notice  
GDOT & Local Government Contacts  
Maps  
Motor Vehicle Tag & Registration  
Permits  
Public Meetings & Outreach  
Qualify for Contracts & Services  
Road & Traffic Data  
Search for Transportation Projects  
State Transportation Board  
Traffic Signal Outage  
Training  
Transportation Funding  
Travel Information

General Information  
Operational & Safety Improvements  
Report Maintenance Need  
Report Personal Property Damage  
Traffic Signals & Signs  
Transportation Projects  
(clear)

Inquiry Type  
Comment

What county does your question or comment involve: Bibb

GDOT District 3

Enter Comment, Question or Request

Your Contact Information

☐ Mr. ☐ Ms. ☐ Mrs.

First Name

Last Name

Would you like a response sent to you regarding this inquiry?

☐ Yes ☐ No

Submit

Close

Inquiry Information

Subject

Inquiry Type

What city does your subject matter involve:

County

Enter Comment, Question or Request

Your Contact Information

☐ Mr. ☐ Ms. ☐ Mrs.

First Name

Last Name

Would you like a response sent to you regarding this inquiry?

☐ Yes ☐ No

**88%  
within  
72 hours**

# Customer Service in Social Media

**Georgia DOT - Northwest**  
March 2 at 5:57pm · 🌐

With very little cooperation from Mother Nature this past week, the previously scheduled construction work on Interstate 20 and the traffic shifts it required have been delayed.

Instead, construction crews have installed a single lane closure that restricts the Eastbound traffic to one lane. This closure is to accommodate work on shoulder widening and relocation of a barrier wall along 3 miles of I-20 East between milepost 12 and milepost 15 in Carroll County. Please be pati... [See More](#)



The I-20 Concrete Pavement Replacement Project between Exits 11 & 19 in Carroll County

Expect traffic shifts the next three weekends on I-20 in Carroll County

MAILCHI.MP

👍 Like    💬 Comment    ➦ Share

👍 3    Top Comments ▼

19 Shares

Write a comment...

**Stephanie Renee Wise** Thank you so much for this update. We truly appreciate it. 😊

Like · Reply · 1h

**John Beystehner** reviewed Georgia DOT - East — 5★  
August 21, 2017 · 🌐

The proactive communication of projects happening within the region is very helpful! World class!

👍 Like    💬 Comment    ➦ Share

👍 1

Write a comment...

**Georgia DOT ATL @GDOTATL** · Mar 1

TONIGHT: Detour SR 400 southbound ramp to I-285 westbound will close for work on [#Transform285400](#). Detour lasts Thurs 9pm-Fri 5am. Check out the map for the detour route.



Detour Route from SR 400 Southbound to I-285 Westbound

90% within 8 hours

BETTER COMMUTING  
transform  
I285-400

🗨️    ↺️ 3    ❤️ 1    ✉️





# **Supporting Safety Programs**

# Drive Alert Arrive Alive

- Refreshed creative
- Focus groups
- New creative evokes emotion, inspires behavioral change
- Partnerships in motion to reach schools, students, faculty and parents



# WSB-TV Partnership



- Viewers 12+
- **23,004,000** impressions
- WSB Public Affairs spot
- Additional reach of 5.5M impressions

# Georgia Association of Broadcasters Partnership



- Membership comprised of more than 500 radio and TV outlets across Georgia



GEORGIA ASSOCIATION  
OF BROADCASTERS





# **Supporting Crisis Response**

# I-85 Rebuild



## I-85 UPDATE: Officials say bridge to reopen before May 26



David Wickert - The Atlanta Journal-Constitution  
3:15 p.m Monday, May 1, 2017 Filed in AJC Homepage



May 1, 2017 Atlanta: Work continued Monday, May 1, 2017 on the new I-85 bridge in Buckhead. Since a fire led to the collapse of a segment of I-85 in Buckhead March 30, the Georgia Department of Transportation has scrambled to reopen the vital stretch of highway into the heart of Atlanta. Contractor C.W. Matthews is rebuilding 350 feet of northbound and 350 feet of southbound lanes on I-85. JOHN SPINKUSPINK@AJC.COM



# Inclement Weather

## GDOT crews use brine trucks to treat roads ahead of snow

By: Aaron Diamant

Updated: Jan 16, 2018 - 7:26 PM



**CLAYTON COUNTY, Ga.** - The Georgia Department of Transportation was out in full force Tuesday preparing roads hours before the first snowflake fell.





# Inclement Weather Report



# Supporting



# GDOT Image & Brand

# A Look Ahead





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Director of Strategic Communications