I-59/20 Bridge Project
Phase 3 Communications & Public Awareness

PROJECT TEAM: COMMUNICATIONS
• Owner: Alabama Department of Transportation
• Comms / PR: 24 Communications

ALDOT PUBLIC INFORMATION OFFICER
Linda Crockett

PUBLIC AWARENESS STRATEGY
• New Website
  • Easy to find detour routes
  • Timelapse videos
  • Emphasis on media gallery
  • Current closures page for daily maps and list of open/closed streets under CBD
  • eNews opt-in forms

PUBLIC AWARENESS STRATEGY
• Social Media
  • Phases A-2: Facebook, Twitter
  • Phase 3: Facebook, Twitter, Instagram
  • Engaging with users, answering questions, responding to suggestions and issues promptly

PUBLIC AWARENESS STRATEGY
• Paid Media
  • TV
  • Radio
  • Geotargeting w/ Alabama Press Association and ViaMedia
  • Digital Billboards
  • Around closure point only for pre-closure announcements
  • eNewsletter
PUBLIC AWARENESS STRATEGY

• Earned Media
  • TV
  • Radio
  • Print & Digital

• Monthly Media Briefings
  • Live via GoToWebinar
  • Weekly Media Advisories

• ALDOT Resources
  • Overhead Message Boards
  • Rest Area Signage
  • ALGO Traffic App
  • ALGO Twitter
  • Waze and Google Maps
  • 24-hour Call Center
PUBLIC AWARENESS STRATEGY

• Neighborhood Association Meetings
  • Norwood
  • Druid Hills
  • Fountain Heights
  • North Birmingham
  • Enon Ridge
  • Central City

• Strategic Partnerships
  • BJCC
  • City of Birmingham
  • Jefferson County EMA
  • Alabama Trucking Association
  • American Trucking Association

PUBLIC INFORMATION OFFICER
Linda Crockett

THE SCOPE OF THE MESSAGE

• 160,000 daily drivers, including:
  • Daily commuters
  • Birmingham citizens who don’t travel downtown every day
  • People from other states coming to Birmingham
  • People from other states passing through on their way to other cities
  • Airport and BJCC visitors
  • Truckers – local, state, and national

COMMUNICATIONS CHALLENGES

• SHIFTING CLOSURE DATE
  • The message needed to be announced well in advance of a shifting closure date
  • Incentives meant ALDOT could not set closure date for contractor
  • Solution: Staggered messaging across all message points

SUCCESS MEASURES

BEYOND METRICS: THE REAL SUCCESS WAS SEEN ON THE STREET

• No major gridlock
• No P/R disaster
• No major problems