

Communication Plan

Transportation Infrastructure Revenue Subcommittee

August 2019



New Mexico, Good Life Safe Journey

Change the Priority from Roads to People

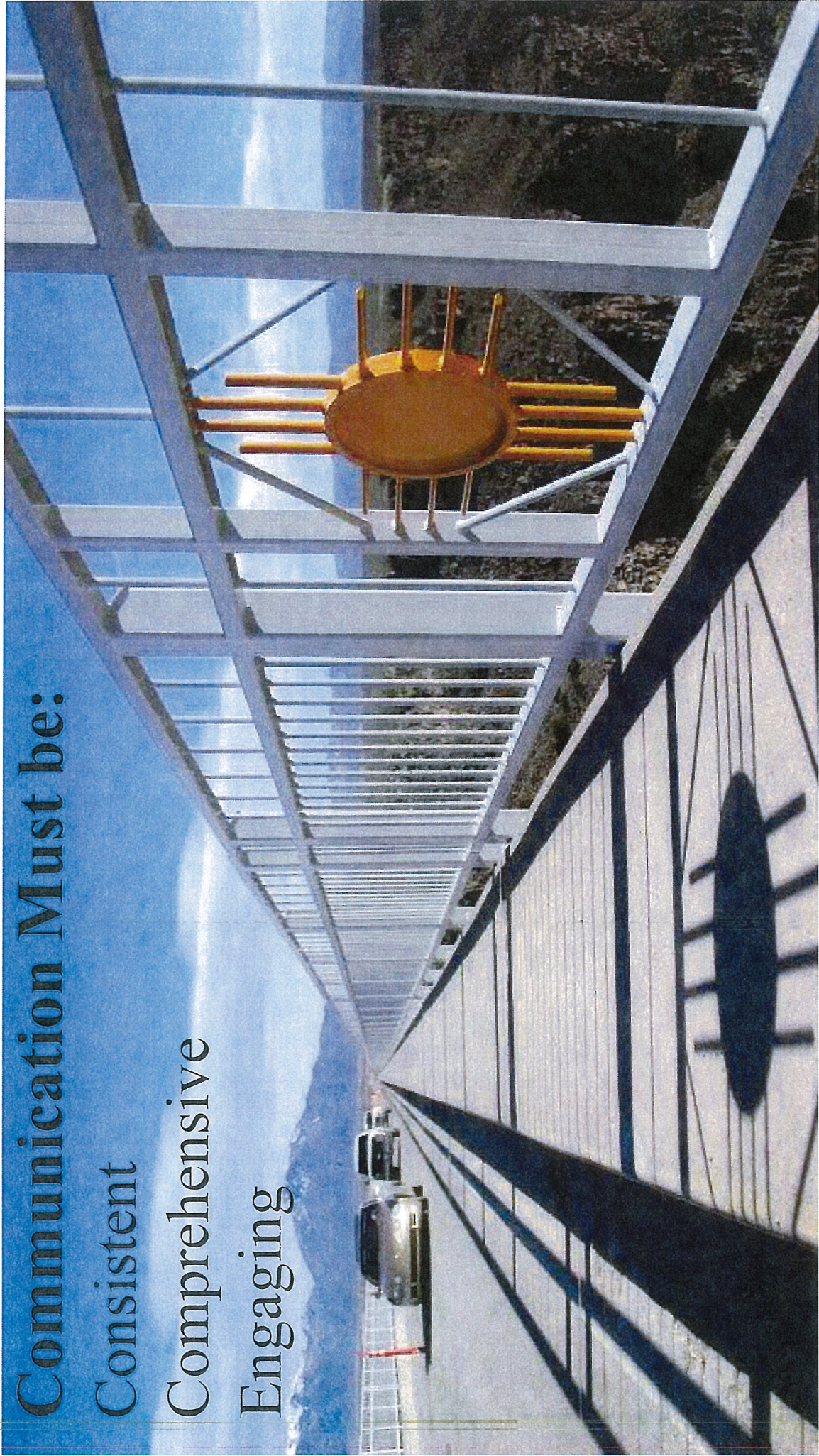


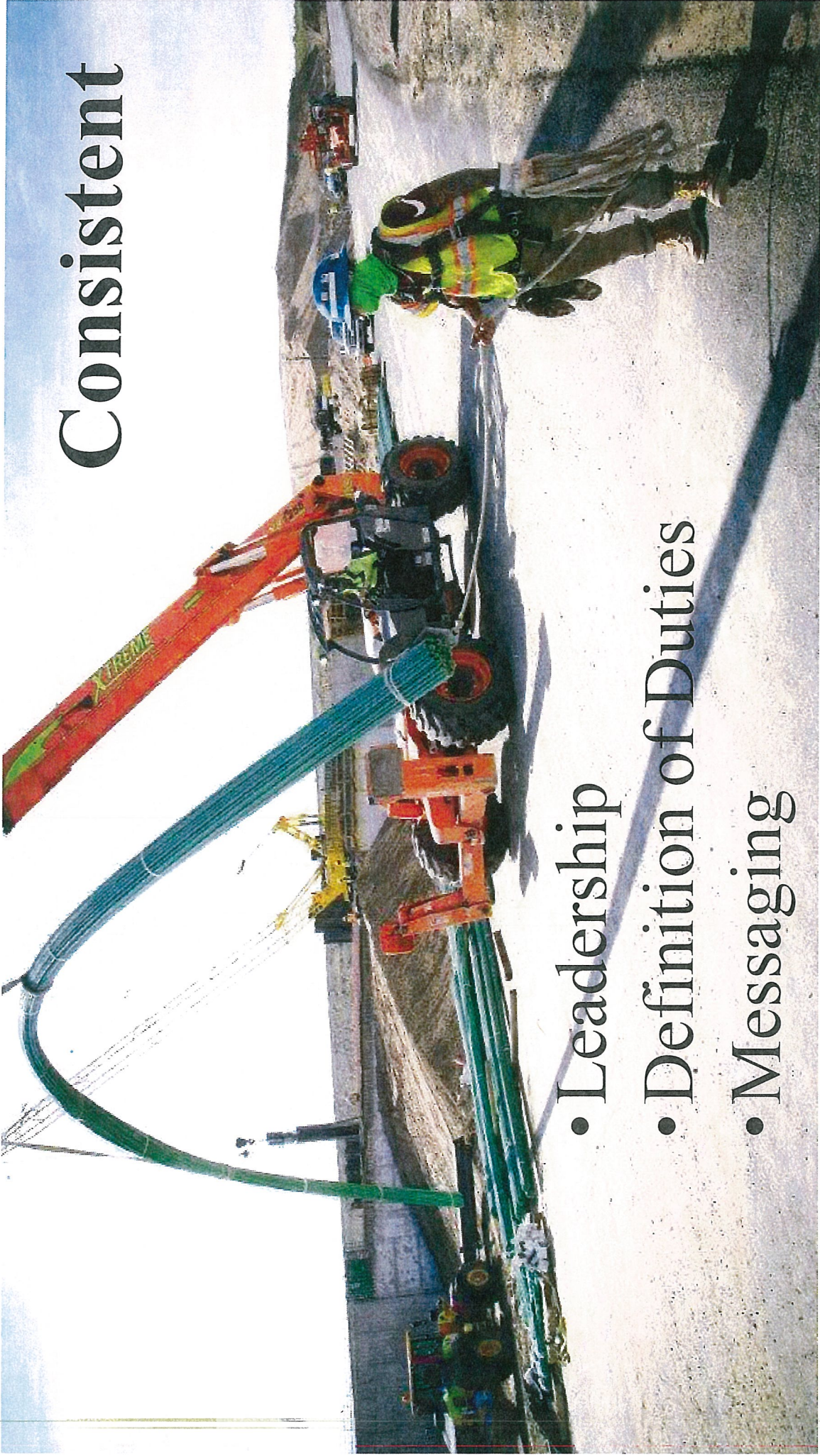
Communication Must be:

Consistent

Comprehensive

Engaging



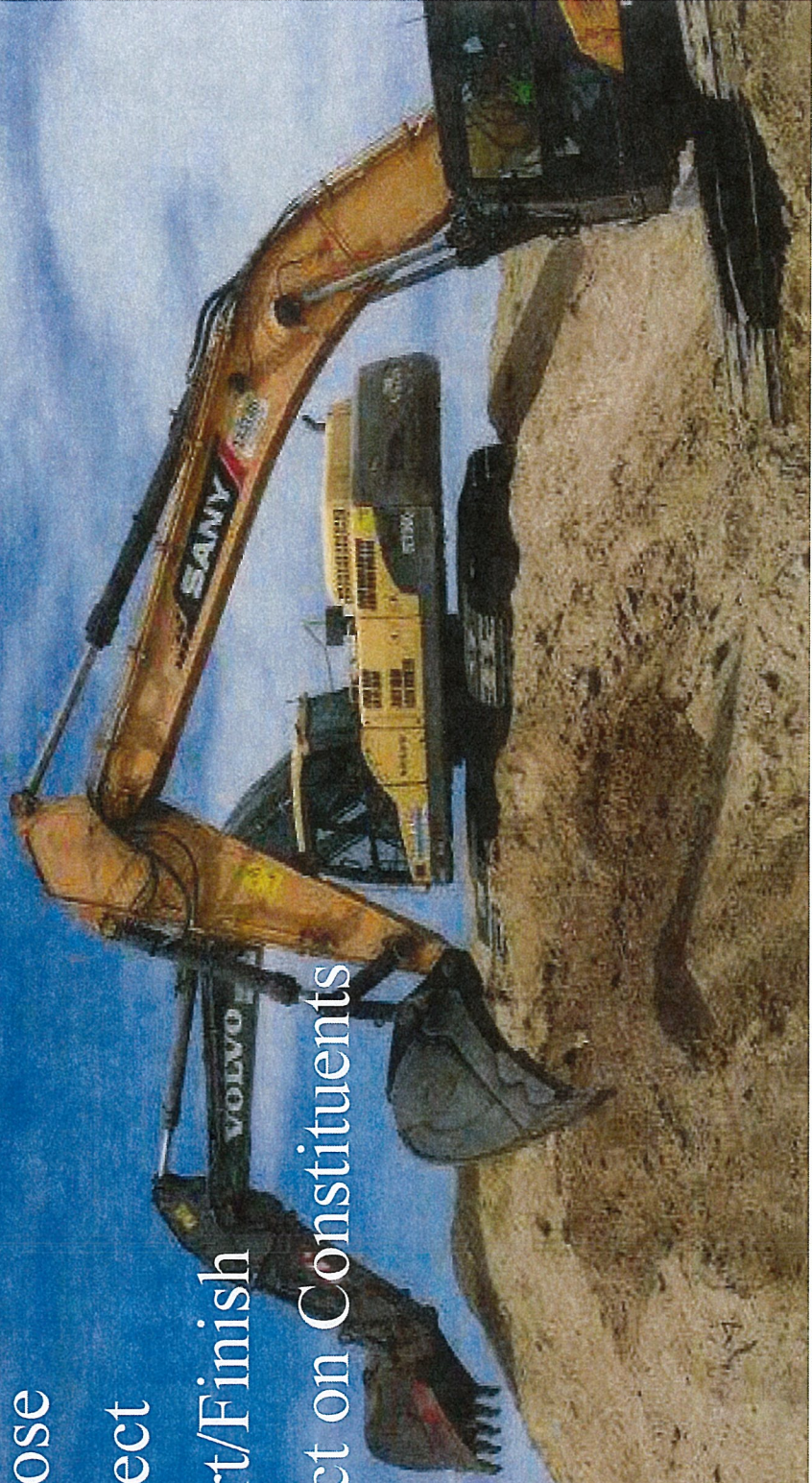


Consistent

- Leadership
- Definition of Duties
- Messaging

Tell People What They Want to Know

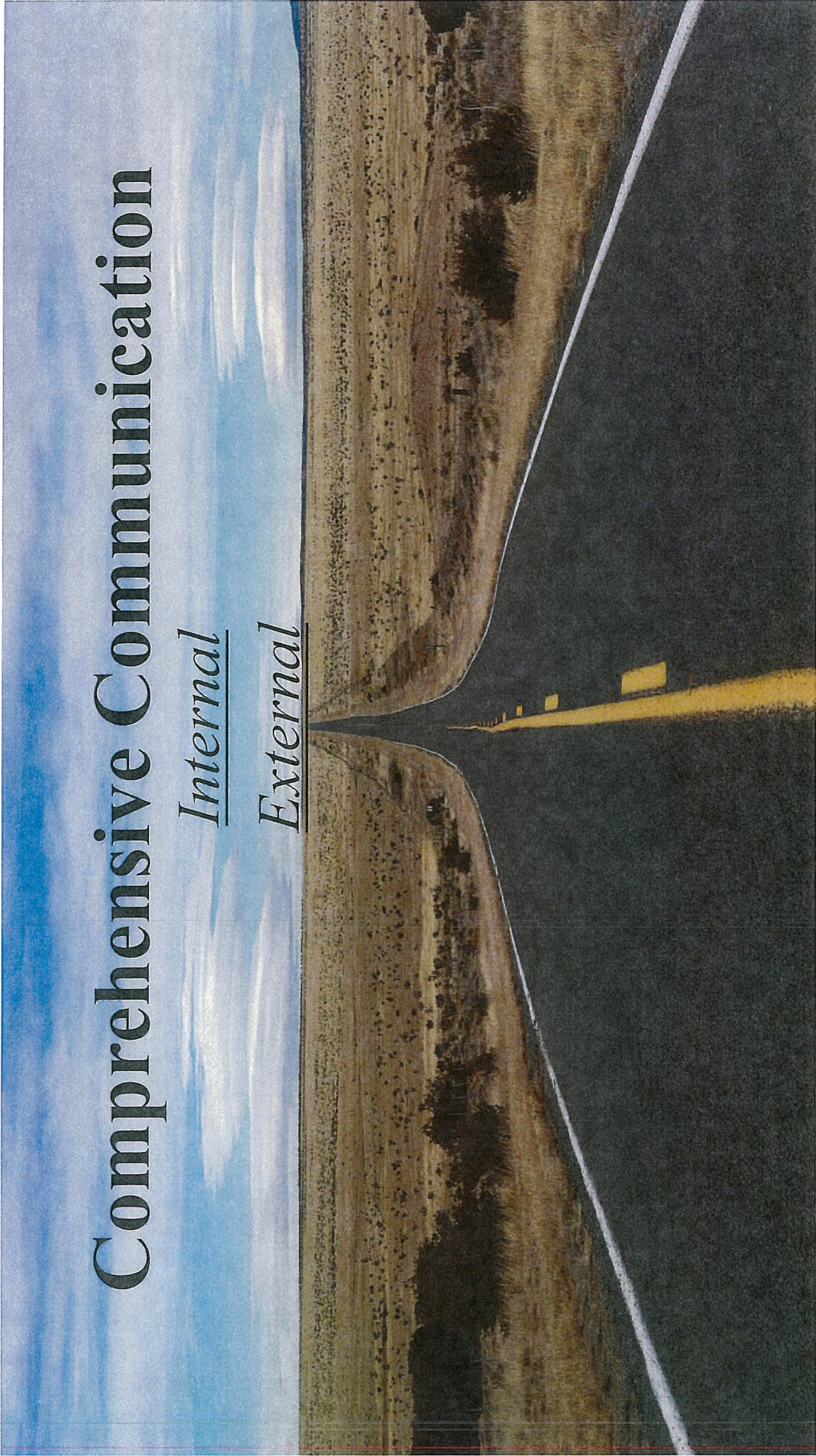
- Why = Purpose
- What = Project
- When = Start/Finish
- How = Affect on Constituents



Comprehensive Communication

Internal

External



Internal Communication

Challenges

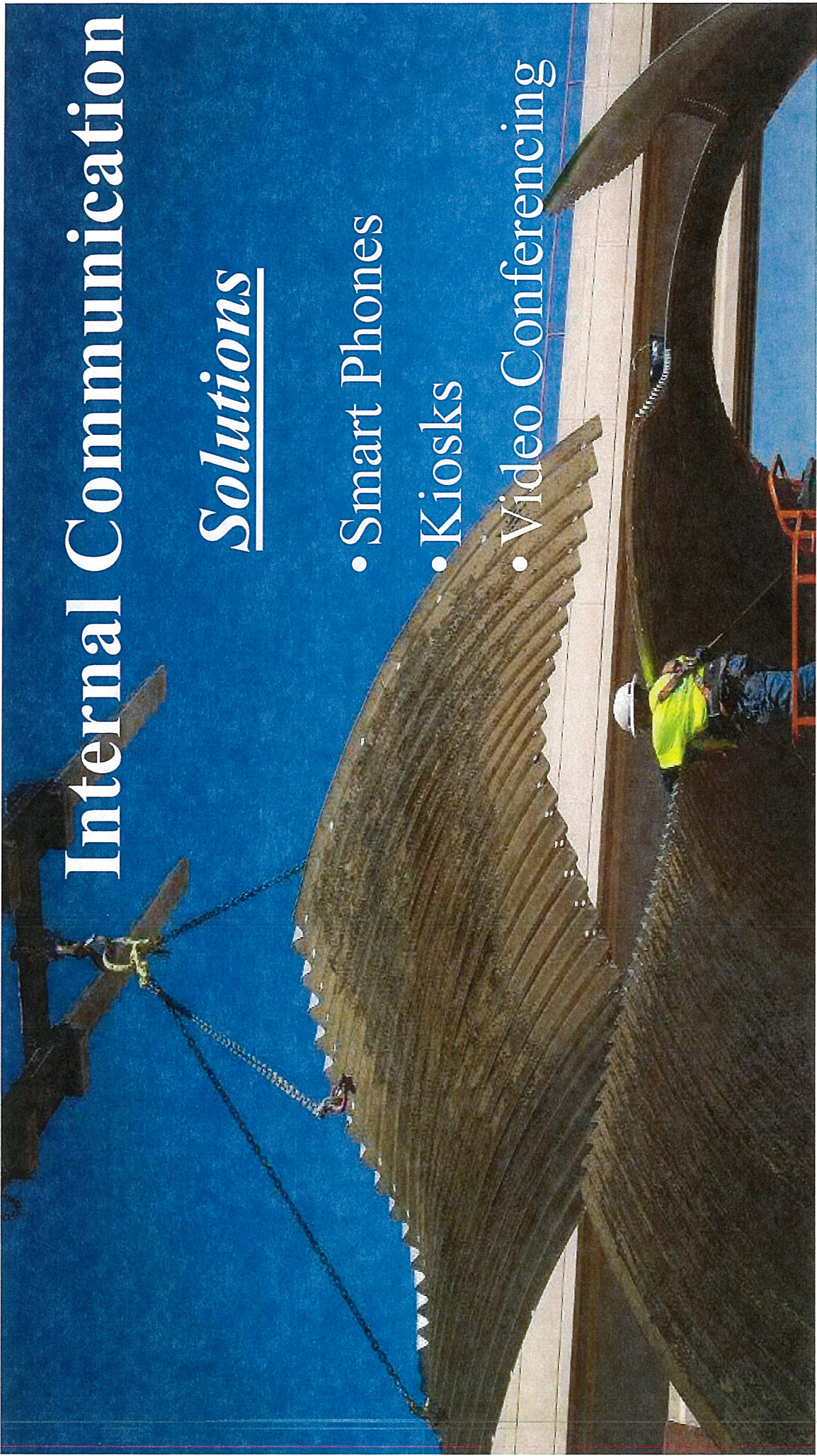
- Large/Rural
- Few Smart Phones
- Limited Online Access
- Spread Out
- Traveling Causes Loss of Productivity, Time and Money



Internal Communication

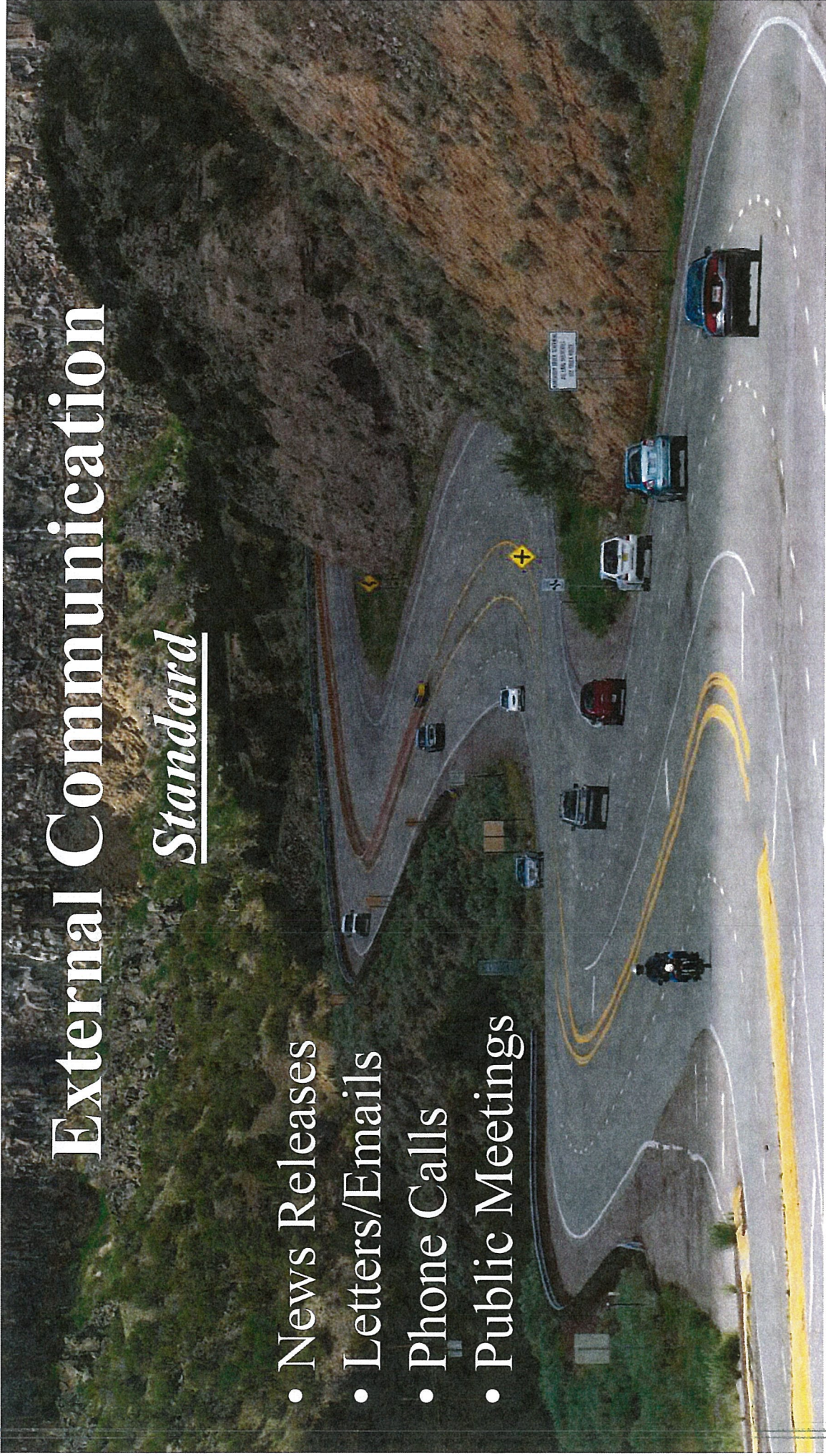
Solutions

- Smart Phones
- Kiosks
- Video Conferencing



External Communication Standard

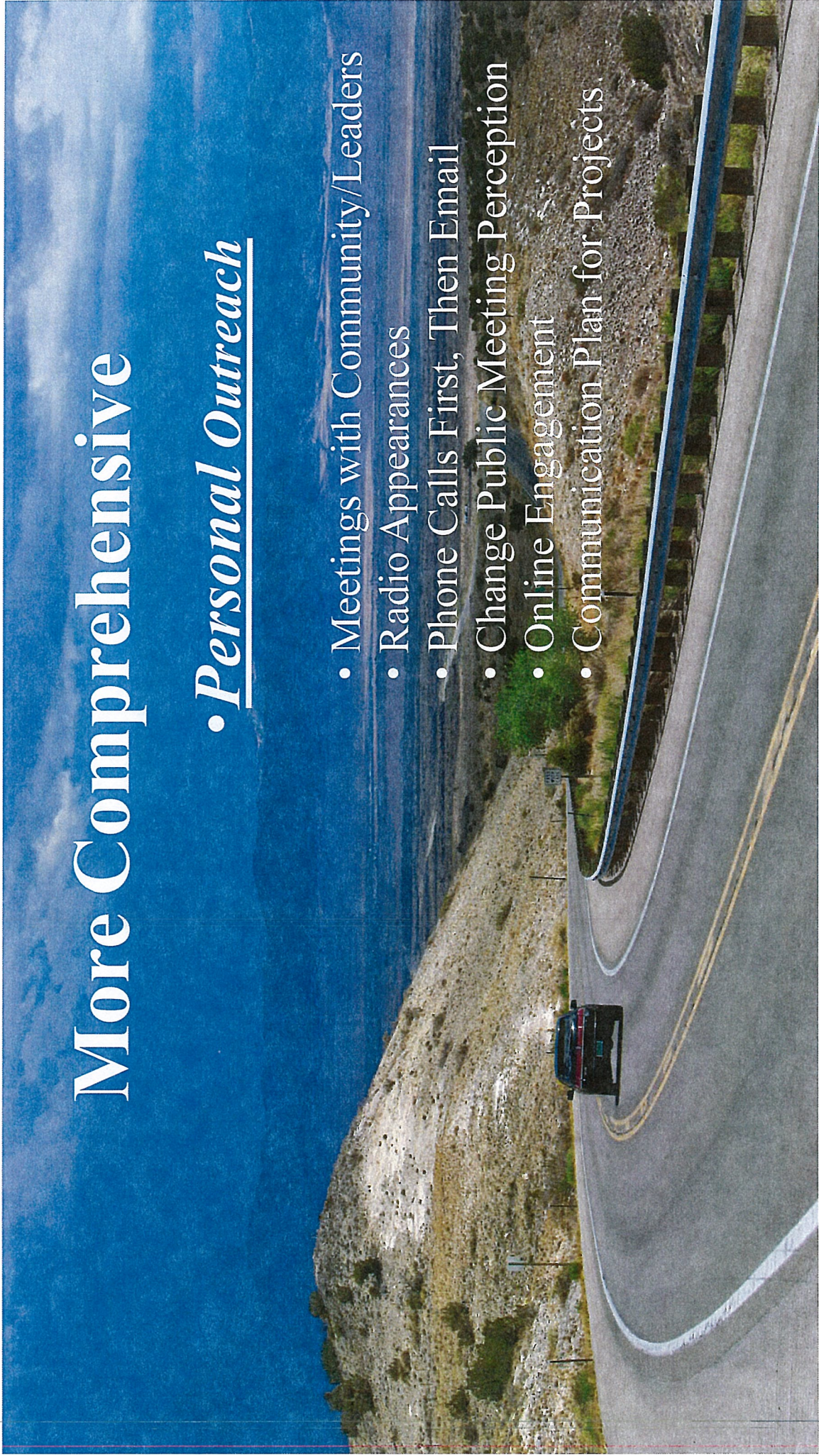
- News Releases
- Letters/Emails
- Phone Calls
- Public Meetings



More Comprehensive

• Personal Outreach

- Meetings with Community/Leaders
- Radio Appearances
- Phone Calls First, Then Email
- Change Public Meeting Perception
- Online Engagement
- Communication Plan for Projects





Online Public Engagement

Each Day People Watch:

- One hundred-million hours of video on Facebook.
- Five-billion YouTube videos.
- Video tweets 6X more likely to be re-tweeted.

Social Media Is Imperative

- Facebook
- Twitter
- You Tube
- NMMDOT Website
- NMM Roads



Mile Markers

This fall, road updates will contain geographical locations in addition to mile markers



CRASH

Crash, I 40 westbound at mile marker 218
Clines Corners (CLINES CORNERS/US 285).



**DIFFICULT DRIVING
CONDITIONS**



**FAIR DRIVING
CONDITIONS**



ALERTS

Stay Ahead of the Media



- Positive Spin on Stories
- Make it Personal by Telling Stories Inside the Department

Online Survey

Meaningful Public Engagement for Transportation Planning

- Visual & Interactive
- Short & Impactful
- Multi Device



2

PRIORITIES

3

PREFERENCES

Transportation Preferences

What to do Next Task

Safety

Road Priorities

Spending

Daily Travel

Transit

Safety

Choose the option that best shows which tradeoff you prefer

Higher vehicle speeds

Neutral

Fewer serious crashes



Previous

Optional Comment

Next Tradeoff

5

STAY INVOLVED

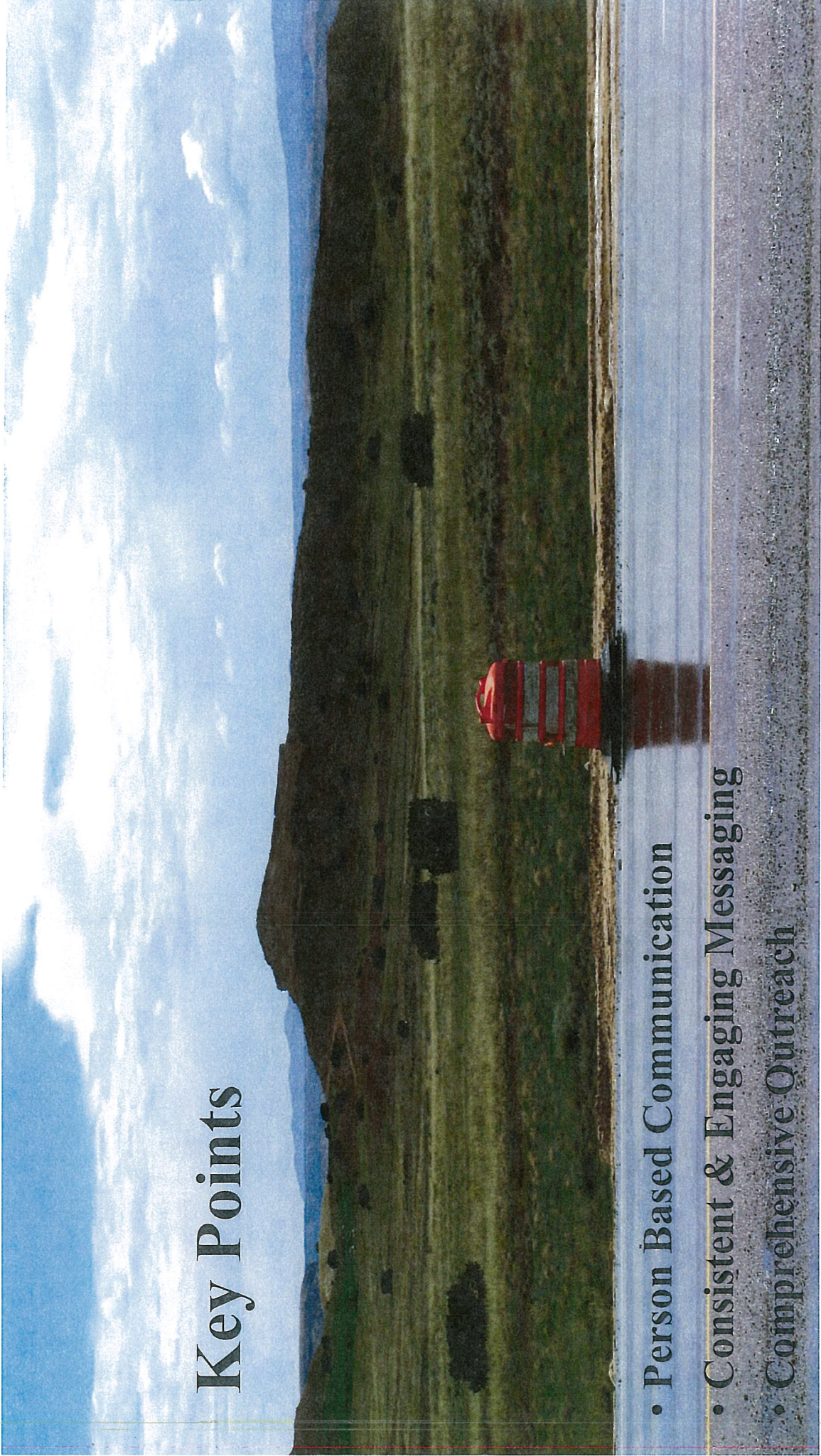
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FUTURE INVESTMENT



Key Points

- Person Based Communication
- Consistent & Engaging Messaging
- Comprehensive Outreach



Thank You!

Marisa Maez, Communications Director
New Mexico Department of Transportation

Marisa.maez@state.nm.us



Notes: Communication Plan

- We need to get the public to invest and care about roads. The communication direction should be constituent driven, open and honest. The main characters in our stories are the businesses, pedestrians, residents and communities - not the roads - it's about quality of life in N.M.
- NMDOT communications with the public can be improved. The goal is to make communication both externally and internally, smoother, more streamlined, and cohesive. The first step would be to put all the disjointed communication structures under one supervisor to help make these proposals a reality.
- It is imperative the department's communication is consistent, comprehensive, and engaging.

Consistent

- PIOs lead by Communications Director.
- Primary role will be acting as a PIO, but will also keep essential duties at each district.
- Uniform news releases, public service announcements, letters and emails.
- Promote safety in all messages.
- Change the focus: from roads to people.
 - Why are we doing this project?
 - What is the project?
 - When will the project start and finish?
 - How will it affect constituents?

Comprehensive Internal Communication

- Internal and external communications have their own challenges. The State is large, rural and spread out with limited online access.
- Workers don't have smart phones or access to computers.
- Kiosks placed at accessible locations around the state for workers would allow them to stay connected.
- Teleconferencing should be set up at all six districts to save time, money and increase productivity.

Comprehensive External Communication

- **Gold Standard:**
 - News Releases
 - Letters/Emails
 - Phone Calls
 - Public Meetings
- **More Comprehensive:**
 - Meetings with Community/Leaders
 - Radio appearances
 - Phone calls first, then emails
 - Change public meeting perception
 - Online engagement
 - Communication plan for projects

Engaging Online Public Communication

To Educate, Inform and Involve Constituents

• Video Media Facts:

- Each day people watch 100-million hours of video on Facebook
- Five-billion YouTube videos are watched each day.
- Video tweets are six times more likely to be retweeted.

• Social Media:

- Facebook
- Twitter
- YouTube
- NMDOT Website
- NM Roads
- Online Surveys Increase Public Project Involvement