

ADOT Communication Plans and Media Relations

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Communication & Community
Partnerships

District Communication Plans

- Outline all ADOT activities by District
- Allow for proactive communication planning
 - Identify Major Stakeholders and Priority Projects
 - Public Involvement Strategy
 - Media Outreach
 - Tribal Consultation

Staff Assignments

- Valley public involvement and media team
 - 3 positions with geographic and operational assignments for public involvement and public information
 - 2 Positions dedicated to media relations with focused assignments
 - Doug Nintzel assigned to East Valley
 - Diane D'Angelo assigned to West Valley
- Statewide public involvement and media team
 - Positions handle both public involvement and media in their assigned regions
 - Planned team expansion from 4 to 6 positions for blanketed statewide coverage
 - Work with ADOT Districts to address public involvement and media strategies

Traditional Communication

- Goal: increase public awareness and acceptance of transportation improvements
 - Press Releases and Briefings
 - Newsletters and Flyers
 - Signage
 - Community presentations – business and neighborhood focused
 - Coordination with local jurisdictions - policy, management, technical and communication staff

Media Communication Elements

- Media Line 1-800-949-8057 for 24/7 statewide coverage
- Improved responsiveness to media inquiries
- Media inquiries assigned by region or topic
- Rotating on-call staff person for nighttime and weekend coverage
- Staff in Tucson and Yuma for local media
- 2 Future positions: Northern Arizona locations

Media Outreach Efforts

- Building Media Relations with newspaper, TV and radio reporters and editors
- Leadership role with AZTech Annual Media and PIO Summit - to be held Sept. 6, 2007
 - Identify and resolve information gaps among transportation agencies and media outlets
 - Working partnerships with traffic reporters
 - Gain understanding of opportunities to collaborate
- Monitor media inquiries, coverage and assess trends
- Monitor new media including blogs and websites

Enhanced Communication

- Focus on New Media
 - Improved Websites – AZ511.com and ValleyFreeways.com
 - Media education for effective use of online resources
 - Envoy Tool and tracking of constituent issues
 - Podcasts and WAV files
 - Visual communication – graphics, video and web
 - Interactive response to inquiries
 - E-mail blasts and direct communication to customers

Future Communication

- Broadening New Media Strategies
 - Ease public accessibility to information
 - Public involvement - transparency of process and decisions
 - Use of visual and creative communication
 - Building tools to reach customer segments directly
 - Cross-train communication staff
 - Communication training for technical staff