



California Transit Association – How to Survive a Construction Project With Your Name Intact

LESSONS LEARNED FROM A MEGA PROJECT

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Today's Presentation



- **The 91 Project Defined**
- **Building Trust**
- **Be Educational**
- **Be Transparent**
- **Be Consistent**
- **Be Responsive**
- **Be Informative**
- **Be Ready – Crisis Communication**

91 Project Highlights

- Began construction - **July 2014**
- **Massive engineering**/construction feat:
 - **32** bridges
 - **5** local interchanges
 - **4** railroad crossings
 - **Local streets** improved
- Substantial Completion - **March 2017**



Building Trust

- Get the **right people** on your team.
- Set expectations for your **Outreach Team**.
- Build a relationship with the **Project Team**.
- Know your key **stakeholders**.



Be Educational

- Typically you can gain understanding if you tell **the public** why.
- Tell them what to expect.
- Show them what you are doing and the progress you are making.



Be Transparent

- Get out ahead of your message
- Manage your message
- Manage expectations



Be Consistent

- People will find their preferred mode of information and **stick with it.**
- Craft your messaging carefully and **stick with it.**
- Keep a database of your responses.

IF YOU WANT TO
BE TAKEN
SERIOUSLY,
BE CONSISTENT.

Be Responsive

- An honest, factual, and authentic response is best.
- Respond as quickly as you can, but not at the cost of accuracy.
- Develop social media post guidelines.



Be Informative

- Know your audience
- Use different modes of communication
- Use appropriate modes of communication
- Know your media contacts



Be Ready – Crisis Communication

- Practice, practice, practice, for a **crisis**.
- Keep your contact list **up to date!**
- Keep **tools** for a press conference.
- A written **holding statement** is golden.
- Don't forget to **debrief**.



Remember: you cannot be all things to all people.

However, being transparent, responsive, informative, communicative, and educational goes a long way in earning the public's **TRUST**.



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Questions



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