LESSONS LEARNED FROM A MEGA PROJECT

Eliza Perez, Public Affairs Manager
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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.
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.
Questions