

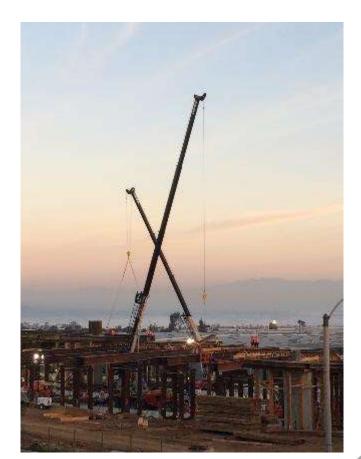
California Transit Association – How to Survive a Construction Project With Your Name Intact

#### LESSONS LEARNED FROM A MEGA PROJECT

Eliza Perez, Public Affairs Manager

November 9, 2017

#### **Today's Presentation**

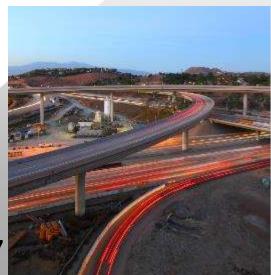


- The 91 Project Defined
- Building Trust
- Be Educational
- Be Transparent
- Be Consistent
- Be Responsive
- Be Informative
- Be Ready Crisis Communication



# 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.

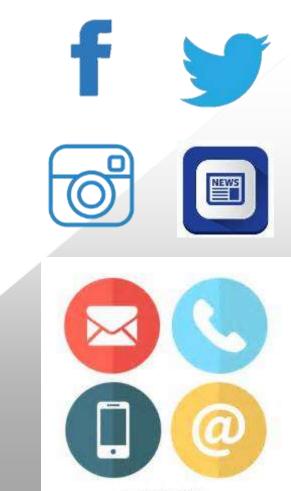
#### **Be Responsive**

- 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**.



#### RIVERSIDE COUNTY TRANSPORTATION COMMISSION

# Questions



