

## Characteristics of Public Information & Outreach Strategies

The table below lists the public information and outreach strategies and provides a summary of some of their major characteristics, including target audience type, applicability, timing, and general cost information.

<b>Characteristics of Selected Communication Strategies</b>					
<b>Strategy</b>	<b>Target Audience</b>	<b>Pros</b>	<b>Issues</b>	<b>Timing</b>	<b>Relative Cost to Project</b>
<b>Web site</b>	<ul style="list-style-type: none"> <li>▪ Pre-trip travelers,</li> <li>▪ Other audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Access to real-time information &amp; ability to access all project related materials in one place.</li> <li>▪ May be easy to update.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Target audience must be aware of the web site.</li> <li>▪ Excludes users without internet connection.</li> <li>▪ Information must be current and accurate.</li> <li>▪ Cost will varies based on project complexity of web site.</li> <li>▪ May need to create mechanisms to collect data/ information to feed the site.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction,</li> <li>▪ Post-construction</li> </ul>	Low/ medium
<b>Web-connected traffic cameras</b>	<ul style="list-style-type: none"> <li>▪ Pre-trip travelers,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Allows users to view real-time traffic conditions.</li> <li>▪ Users find information credible because they can actually see the traffic conditions on the road.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Excludes users without internet connection.</li> <li>▪ Cameras can be costly.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Construction</li> </ul>	Medium
<b>Email alerts</b>	<ul style="list-style-type: none"> <li>▪ Pre-trip travelers,</li> <li>▪ En route travelers,</li> <li>▪ Commuters,</li> <li>▪ Commercial drivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Low cost.</li> <li>▪ Can reach many people at one time.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Audience is limited to those people who sign up for the service.</li> <li>▪ Need to determine criteria for when to send alerts.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Construction</li> </ul>	Low
<b>Brochures/ flyers/factsheets/ newsletter</b>	<ul style="list-style-type: none"> <li>▪ Local travelers,</li> <li>▪ Commuters,</li> <li>▪ Commercial drivers,</li> <li>▪ Residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ Low cost. Easy to distribute.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information can become stale quickly.</li> <li>▪ Often targets local motorists only.</li> <li>▪ Must be designed in a manner that makes drivers want to read the information.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction,</li> <li>▪ Post-construction</li> </ul>	Low/medium
<b>Public meetings/task forces/workshops/events</b>	<ul style="list-style-type: none"> <li>▪ Local travelers,</li> <li>▪ Major trip generators,</li> <li>▪ Residents,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Good exposure to the public.</li> <li>▪ Gives WisDOT a chance to raise credibility with the public.</li> <li>▪ Gives public a chance to voice</li> </ul>	<ul style="list-style-type: none"> <li>▪ Need to make sure the right audience is at the events.</li> <li>▪ Need to be wary of making "empty promises".</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction</li> </ul>	Low

	<ul style="list-style-type: none"> <li>▪ Businesses,</li> <li>▪ Public officials,</li> <li>▪ Major employers,</li> <li>▪ Local agencies</li> </ul>	their concerns.			
<b>Paid advertising</b>	<ul style="list-style-type: none"> <li>▪ Local travelers (pre-trip),</li> <li>▪ Commercial drivers (pre-trip),</li> <li>▪ Major trip generators,</li> <li>▪ Residents and small businesses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can reach many people at one time.</li> <li>▪ The same ad can be used in many different newspapers.</li> <li>▪ WisDOT controls the content and timing of the message.</li> <li>▪ Targets people who are most likely to use the information.</li> </ul>	<ul style="list-style-type: none"> <li>▪ May only target local motorists.</li> <li>▪ Newspaper readers may skip over ads.</li> <li>▪ Declining readership of print media.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction,</li> <li>▪ Post-construction</li> </ul>	Medium/high
<b>Newspaper articles</b>	<ul style="list-style-type: none"> <li>▪ All local audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can reach many people at one time.</li> </ul>	<ul style="list-style-type: none"> <li>▪ May only target local motorists.</li> <li>▪ Project may not be portrayed favorably.</li> <li>▪ Coverage more likely for major projects.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction,</li> <li>▪ Post-construction</li> </ul>	Low
<b>Maps</b>	<ul style="list-style-type: none"> <li>▪ Drivers, pre-trip and en route</li> </ul>	<ul style="list-style-type: none"> <li>▪ Low cost.</li> <li>▪ Can post online and have available in hard copy.</li> </ul>	<ul style="list-style-type: none"> <li>▪ May only reach a limited audience, depending on how they are disseminated.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Construction</li> </ul>	Low/medium
<b>Dynamic message signs (DMS)</b>	<ul style="list-style-type: none"> <li>▪ Drivers en route</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provides information directly to motorists affected by the project.</li> <li>▪ Can provide detour information.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Messages must be easy to read.</li> <li>▪ Signs must be placed appropriately.</li> <li>▪ Information should be useful and accurate.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Construction</li> </ul>	Low/medium/high
<b>Highway advisory radio (HAR)</b>	<ul style="list-style-type: none"> <li>▪ Drivers en route</li> </ul>	<ul style="list-style-type: none"> <li>▪ Easy to access.</li> <li>▪ Provides information directly to motorists.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Motorists may not be aware of HAR.</li> <li>▪ Information must be current.</li> <li>▪ Should only be used when there is information to give.</li> <li>▪ Limited range.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Construction</li> </ul>	Low
<b>Press kit</b>	<ul style="list-style-type: none"> <li>▪ Media outlets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Allows consistent message to be given to the media.</li> <li>▪ Helps develop positive relationship with media.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Should be made available to all types of media.</li> <li>▪ Information needs to be easy to reuse for articles, ads, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction,</li> <li>▪ Post-construction</li> </ul>	Low/medium
<b>Videos</b>	<ul style="list-style-type: none"> <li>▪ All audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can illustrate the before, during, and after of the project.</li> <li>▪ Can give viewers close-up details about the project.</li> <li>▪ Can be shown in many locations (schools, public meetings, etc.).</li> <li>▪ Helps convey a consistent message about the project.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quality videos can be expensive to produce.</li> <li>▪ Information can quickly become stale.</li> <li>▪ May require a lot of up front planning (script writing, storyboarding, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre-construction,</li> <li>▪ Construction,</li> <li>▪ Post-construction</li> </ul>	Medium/high

**Table 1. Characteristics of Public Information and Outreach Strategies**

