



2018 Strategic Communications Plan: Project Development/CPRS



Director's Office - Communications

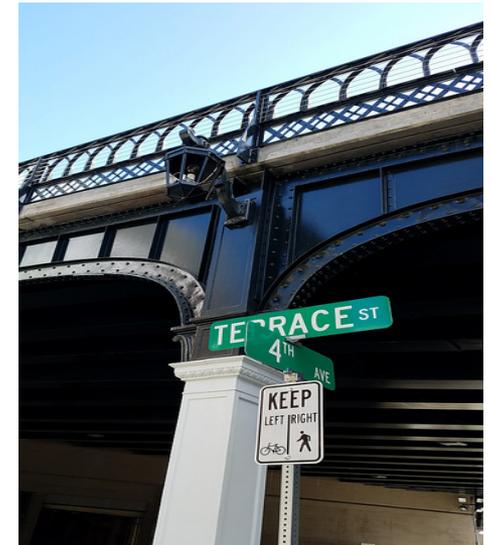
December 2017

Core Values

1. Transparency
2. Solution-oriented
3. Use data to inform performance
4. Collaboration and accountability

Communications Goal

- To best communicate the Project Development and CPRS story with key audiences to increase understanding, trust, and support for the projects and SDOT.





Audience Analysis

Understanding the SDOT audience and their relationship to the department is essential in delivering targeted messaging.

- **General Public** – 705,000+ Seattle residents and steadily growing
- **SDOT Staff** – 900+
- **Additional Stakeholders**

Ensure all stakeholders understand and can help communicate the work and impact of SDOT divisions

- Mayor's Office and City Council
- Partner Agencies (Sound Transit, KC Metro, WSDOT)
- Other City departments (DON, OED, SDCI)

Communications Challenges

- Broad spectrum of tools (social, blog, web) but SDOT's mission and vision continues to be hazy with the public
- 140+ active projects = competition for public's attention
- Excessive Listservs, mostly delivering negative content – Traffic Advisories, project changes - not our own good news

Key Themes and Messages

- **Themes**

- Innovation
- Multimodal
- Safety
- Financially responsible

- **Primary Message:**

We Move Seattle - We're connecting communities by building innovative and high-quality transportation systems that are safe and accessible for all travelers.

Support Statements

- We're connecting with communities and are committed to inclusivity – we welcome input from people of all ages, abilities, and backgrounds.
- Everyone deserves a barrier-free transportation system that is understandable and accessible to all.
- We believe people first, no matter their mode of travel. Moving them safely throughout the city is our priority, in support of our goal to end fatalities and serious injuries by 2030.
- CTA: Get Involved



2018 Objectives

- SDOT staff will feel more connected to division initiatives and projects
- SDOT target audiences will recognize the key messages and support statements of the division, as demonstrated by surveys and increased engagement.
- Division will be supported with the tools, resources, and trainings to effectively engage with the community and media.
- Gather and create a data picture for digital communications efforts thru a full year of analytics monitoring.
- Update branding campaigns for division programs and projects like NSF, ACC, BMP, PMP



Strategy Framework

INTEGRATED MESSAGING



- Develop an evergreen multi-platform message guided by engagement metrics, social listening, and segmentation that creates enduring audience connections and elevates brand awareness.

BUSINESS RESULTS



Create interactive content with relevant and meaningful CTAs that drive public engagement, expand support of the SDOT mission, and generate leads.

ROI



- Refine use of existing digital platforms to align with industry best practices for audience engagement and content management.
- Simplify publishing and content management with universal content calendar, saving time and creating cross-channel messaging between email and web for increased reach.
- Incorporate post tagging to track conversions and website referral traffic.

INNOVATION



- Test use of new messaging with defined objectives for public engagement and metrics goals for expanded reach.
- At Director's Office level, launch use of new platforms for engagement and increased brand awareness.

Project Plan

Strategy	Tactics	KPIs
Create holistic division messaging	<ul style="list-style-type: none"> • Use editorial review process for division reports/studies • Launch SDOT e-news • Update program landing pages with new brand messaging • Develop comprehensive division content calendar 	<ul style="list-style-type: none"> • Referral traffic to blog and landing pages (compared to industry standard) • Email open and click-thru rates (compared to IS)
Broaden media outreach and awareness campaigns	<ul style="list-style-type: none"> • Create in-house paid social advertising campaigns • Create talking points for key programs to be used by stakeholders and media • Create PR presentations for key priorities • Create PR Dashboard • Create Media Kits for priority programs • Build relationships with ethnic media and community partners 	<ul style="list-style-type: none"> • Number of media mentions • Referral traffic from paid social
Enhance Digital Media Presence	<ul style="list-style-type: none"> • Weekly content on blog and social • Create in-house micro videos for social • All comms have CTA to follow us on social 	<ul style="list-style-type: none"> • Blog Traffic • Video views and click rates
Reach the public where they are	<ul style="list-style-type: none"> • Create a division “roadshow” for pop up events 	<ul style="list-style-type: none"> • Number of emails captured • New social media followers

2018 Priority Initiatives

Initiative	Content Ideas
Move Seattle Levy	NSF blog series, crew ride-alongs for social, time lapse videos of repairs/paving, Ask Us Facebook weekly surveys
Vision Zero	National Safety weeks – Teen Driver; School Bus, Back to School Safety, Summer Play Streets, Rideshare tie in, Day of Awareness outreach at VZ safety improvement areas during dusk/dawn time changes
Significant projects: Pike/Pine, OCC, AMB, EMW	Bike to Work month, ADA awareness month, National Engineers Week blog series, Multi-modal commute ride-along video for social
Rapid Ride Project Development	PMP, BMP tie-in, National Ride the Bus Month, guest blogs with KC Metro, transpo equity series
Bridge Rehab/Maintenance	Bridge birthday pop up events, Seattle Times profile



Questions?

karen.westing@seattle.gov | (206) 450-5363

www.seattle.gov/transportation



Seattle
Department of
Transportation