



Using Interactive Media in Preliminary Design

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Improving Mobility for Central Kentucky

Project Overview



Improving Mobility for Central Kentucky



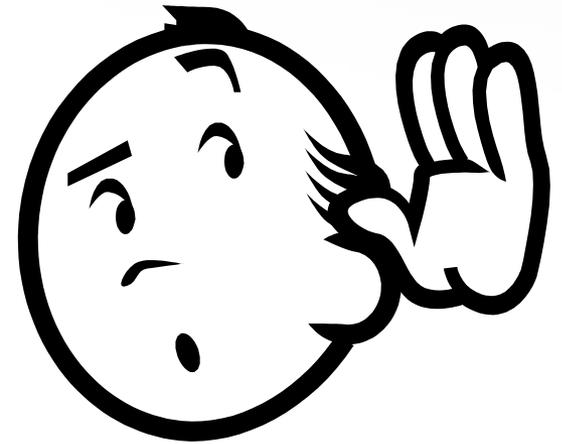
Too Good to Be True

- On-again off-again project
- '08 Scoping study – little public concern
- Focus on transparency
- Project team included a strong communication component



Listening is key

- Previous experience set the bar
- One part of the Public Involvement approach
- Risks and rewards
- Adopted policy/plan
 - Monitor
 - Respond
 - Evaluate



Why Social Media

- 65% of adult internet users engage in social media.
- 46% of all American adults own a smart phone.
- People post about the things they care about.
- We want to “be” where the public is.





The screenshot shows a web browser window with the address bar displaying <http://www.i-75connector.com/>. The website header features the I-75 connector logo and a navigation menu with links for Home, Meetings, Resources, About, News, Gallery, and Contact. A red banner below the header reads "Improving Mobility for Central Kentucky".

The main content area is divided into several sections:

- Welcome:** A text block explaining that the Kentucky Transportation Cabinet (KYTC) has undertaken a preliminary design and environmental study for a new link between Jessamine and Madison Counties, commonly referred to as the I-75 Connector. It encourages the public to stay informed and engaged in the project as it moves forward. A small logo for the Kentucky Transportation Cabinet is included.
- Study Area Corridor:** A map titled "US 27 TO I-75 CORRIDOR" showing the study area across Jessamine, Madison, and Fayette counties. A highlighted section indicates the preliminary design study area. A link "View Project Map" is provided.
- Most Recent Updates:** A section with two news items:
 - Public Workshops:** Held on August 21 in Jessamine County and August 23 in Madison County to enable the I-75 Connector Team to share information with and receive input from the public in an open house format.
 - Meetings:** Held in June with agency representatives and interested individuals who have knowledge of historical and other resources that may be relevant to the design of a connector road within the study area.
- Timeline:** A question "How many years does it take to plan and build a road?" is posed, with a link to see an estimated timeline. An illustration shows three cards with the numbers 3, 2, and 1, representing years.

At the bottom right, there are social media icons for Twitter, Facebook, and the Kentucky Transportation Cabinet logo.

Facebook



Improving Mobility for Central Kentucky

The screenshot shows a browser window with the address bar displaying "https://www.facebook.com/I75Connector". The browser's address bar also shows "i-75 Connector" in the search field. The Facebook page header includes the "facebook" logo and a login section with fields for "Email or Phone" and "Password", a "Log In" button, and links for "Keep me logged in" and "Forgot your password?".

The main content area features a large map of Jessamine and Madison Counties, Kentucky, showing the proposed I-75 Connector route. A white callout box over the map reads "I-75 Connector is on Facebook. To connect with I-75 Connector, sign up for Facebook today." with "Sign Up" and "Log In" buttons. Below the map is the I-75 Connector profile picture (the shield logo) and the name "I-75 Connector" with "102 likes · 4 talking about this".

The page description reads: "Government Organization Improving mobility in Central Kentucky through a US 27 to I-75 Connector in Jessamine and Madison Counties." To the right of the description are "Photos" and "Likes" tabs, with the "Likes" tab showing a thumbs-up icon and the number "102".

Below the main content, there is a "Highlights" section and a post from "I-75 Connector" dated "June 28". The post text reads: "Project Summary: The Kentucky Transportation Cabinet (KYTC) has undertaken the preliminary design and environmental study for a new link between Jessamine and Madison Counties." To the right of the post is an "Also On" section with a link to "http://I-75Connector.com".



The screenshot shows a web browser window displaying the Twitter profile for I-75 Connector (@I75Connector). The browser's address bar shows the URL https://twitter.com/I75Connector. The Twitter navigation bar includes Home, Connect, and Discover, along with a search bar and a profile icon. The profile header features the I-75 Connector logo, the name "I-75 Connector", the handle "@I75Connector", and a bio: "The I-75 Connector team's goal is to identify constructable, affordable and environmentally sound road alternatives to improve the region's mobility and safety." The location is listed as "Central Kentucky, USA" with a link to http://www.I-75Connector.com. On the right side of the profile, statistics are shown: 35 TWEETS, 34 FOLLOWING, and 23 FOLLOWERS. Below the profile, there are three tweet cards. The first tweet, dated 5 Sep, discusses Comprehensive Plans. The second tweet, dated 1 Sep, discusses Mitigation. The third tweet, dated 31 Aug, discusses the Federal Historic Preservation Act of 1966. A fourth tweet, dated 30 Aug, discusses NEPA. On the left side of the page, there are navigation links for Tweets, Following, Followers, Favorites, Lists, and Recent images. At the bottom left, there is a "Similar to you" section with recommendations for jaydubyah, WJHS Girls Soccer, and Coach Greens.

Workspace Webmail :: Mail x I-75 Connector (I75Connec x

Twitter, Inc. [US] https://twitter.com/I75Connector

Facebook Home Home LinkedIn My Journal - WSJ Social Media Strateg... Twitter - Home bit.ly, a simple url sh... Pin It Other bookmarks

Home Connect Discover Search

 **I-75 Connector**
@I75Connector
The I-75 Connector team's goal is to identify constructable, affordable and environmentally sound road alternatives to improve the region's mobility and safety.
Central Kentucky, USA - <http://www.I-75Connector.com>

Edit your profile

35 TWEETS
34 FOLLOWING
23 FOLLOWERS

Tweets

Following
Followers
Favorites
Lists
Recent images

Tweets

 **I-75 Connector** @I75Connector 5 Sep
Comprehensive Plans, which outline a community's goals and aspirations for land use, generally cover a 20-year timeframe.
Expand

 **I-75 Connector** @I75Connector 1 Sep
Mitigation – Steps taken to avoid, minimize, offset, or compensate for negative environmental impacts.
Expand

 **I-75 Connector** @I75Connector 31 Aug
The Federal Historic Preservation Act of 1966 requires states to establish historic records through surveys like Connector ones taking place
Expand

 **I-75 Connector** @I75Connector 30 Aug
NEPA (The National Environmental Policy Act) A law applied to projects requiring agencies to consider the environmental impact.
Expand

J jaydubyah @jaydubyah Follow
 WJHS Girls Soccer @WJHSGirlsSo... Follow
 Coach Greens @WJHS_CoachGreens Follow

Quantitative Results

- 102 Facebook Likes
 - Activity tracking
- 23 Twitter Followers
- 105 opt-in requests on website



Qualitative Results

- Keeps project in the public—they see new info without having to look for it.
- Better able to answer questions in a public forum, 24/7.
- Helps keep us apprised of concerns
 - Develop responses
 - Add to material promptly
- Provides information followers can share with their friends.



Conclusion

Improving Mobility for Central Kentucky

- So far, it's been helpful.
- Keep Social Media in Perspective
- Find the Right Voice
- Listen, Listen, Listen
- Set Social Media Policy



Improving Mobility for Central Kentucky

Contact Information



Improving Mobility for Central Kentucky



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