

VIRGINIA GOES VIRTUAL

Virginia Department of Transportation's Virtual Toolbox

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Virginia Goes Virtual: We are all in this together

All of us are seeking:



Modernized, virtual options to engage the community



Direction from FHWA on virtual options

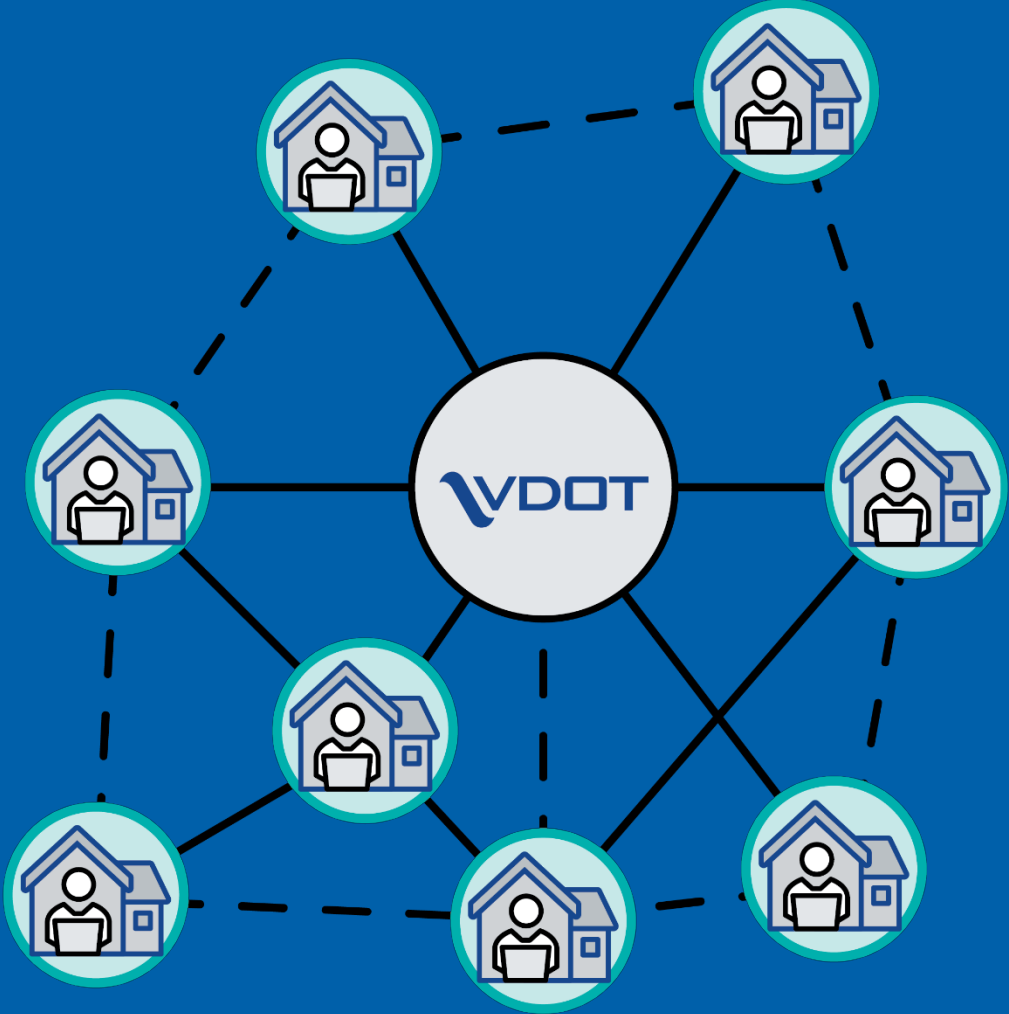
- Virtual engagement is business priority for *Virginia*, only accelerated by COVID-19
- Virtual engagement is critical for business continuity + safety of our communities
- Virtual toolbox options



Modernized Outreach
Data-driven Advertising
Convenient Feedback Methods

Virginia Goes Virtual: Connecting with the Community

| PARTNER | STRATEGIZE | IMPLEMENT |
|---|--|--|
| <p>Partner with colleagues to determine the public engagement goal</p> <ul style="list-style-type: none"> • Communications • Planning • Civil Rights • Location + Design • Project Manager | <p>Strategize the needs of the community and how to reach the goal</p> <ul style="list-style-type: none"> • Goal • Risks • Needs of the community | <p>Implement the engagement plan</p> <ul style="list-style-type: none"> • Assess available tools • Develop plan • Communicate |



Virginia's Virtual Toolbox: Online Education Center

PUBLIC MEETING
DISPLAYS



ONLINE EDUCATION
CENTER

ONE-STOP-
SHOP
FOR PROJECT
INFORMATION

- PROJECT RENDERINGS
- SITE PLANS
- CONTACT
- SCHEDULE



Virginia's Virtual Toolbox: Virtual Feedback

COMMENT
SHEET



DIGITAL
FEEDBACK

- INTERACTIVE SURVEYS
- ONLINE FORMS



LIVE Q&A



ONLINE
MEETING OR
ON-DEMAND
INFO SESSION

- LIVE Q+A
- RECORDED PRESENTATION FOR CONVENIENT VIEWING



Virginia's Virtual Toolbox: Modernized Advertising

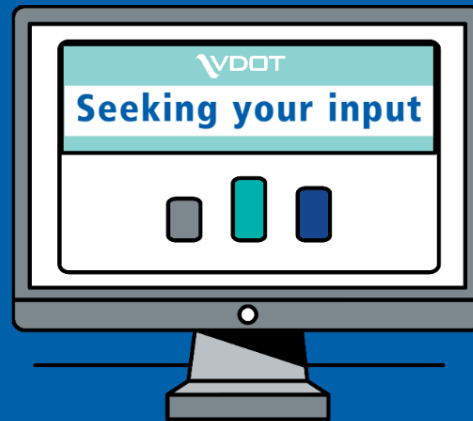
Social Advertising Advantages

- Geo-targeting
- Cost savings
- Metrics and data



Online Advertising Advantages

- Cost savings
- Custom audience
- Longevity of Ad



Print Advertising Advantages

- Loyal audience
- Advertise online presence and digital surveys



Virginia Goes Virtual: Our Toolbox

