Getting Sassy with Digital Messaging and Marketing DMV Services

Tuesday, July 14, 2015
3:15 p.m. to 4:00 p.m.

Speakers:
Sara Lavoie, Massachusetts Registry of Motor Vehicles
Kelly Roberts, Pennsylvania Turnpike Commission
Glenn Rowe, Pennsylvania Department of Transportation
A Case Study in
Playfully Reaching your Audience

July 14, 2015
Sara Lavoie, Acting Director Enforcement Services
There are electronic signs all over the Commonwealth that have messages for motorists...

For safety sake and courtesy, it would be great if people on our streets and highways would use their signals when changing lanes.

I'm not sure if it is thoughtlessness or ignorance, or indifference...
• Crafting the Message
• Timing
• To Press Release or Not to Press Release?
• Social & Traditional Media Pick Up
• The Naysayers
• Harnessing the Positive Response
**The Message**

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Changing Lanes?

Use Yah Blinkah
• Goal: High Visibility of Message

• Factors Considered before Launch:
  – Marathon Bombing anniversary
  – Public Safety needs
  – Capturing weekday, weekend travelers
  – Traffic volumes
5am – Message Launches across Massachusetts

8am – First @MassDOT Tweet

2:15pm – Release Issued

I don't know about those vms?

It's a huge hit on twitter!!! You don't like them?

I dunno yet. Maybe I do. I just try to keep use of boards for only road conditions. Engineer in me I guess

You did good! Even made the Washington post

Trust me David...
The Associated Press @AP 8m
"Changing Lanes? Use Yah Blinkah." New signs urge Boston drivers to use turn signal in way they can understand
Thanking the customer
Dangers of another ‘Blinkah’ attempt
Crowdsourced message contest
4th of July, Labor Day, Columbus Day
On The Record: 25 Noteworthy Quotations From 2014

From newsmakers to ordinary people to tiny tidbits of great writing, here are 25 noteworthy quotations from 2014.
Getting Sassy with Digital Messaging and Marketing DMV Services

July 14, 2015

Kelli Roberts
• Turnpike Advisory Panel survey
  – On roadway signage
  – Up to date, real time communications
  – Take communications to the motorist, don’t make them search.

• Technology allows us to honor these requests quickly and safely.
• Automatic, updated traffic alerts in the car, while driving.
• GPS-driven
• Highly-customizable
• Hands free, eyes free, hassle free.
• Larger signs = better message
• Higher pixels = clearer communications
• More signs = real time communications
CASE STUDY:
Operation Orange Squeeze
Case Study: Trip Talk

- Format allows instant changes
- GPS allows speed limit reminders
- Customizing allows appropriate frequency
Case Study: DMS

• On road communications
• Clear and concise
• Speak to our motorists where they already are.
Case Study: In Plaza

• Traditional on road communications tactics.
• Before technology only way to reach motorists on the road.
Incorporating technology in our plazas.
Savvy Uses of Technology for Public Outreach

Glenn Rowe, P.E.
Chief, PennDOT Highway Safety and Traffic Operations Division
AAMVA Region I Conference
Hershey, PA
Reaching the motorist
More than **70,000** Facebook ‘Likes’, more than **24,700** followers on PennDOTNews Twitter account, **438** subscribers and more than **75,100** video views on YouTube.
We all share the same road and the same responsibilities to keep them, and us, safe. When you are out, be aware of your surroundings. Smaller vehicles like bikes and motorcycles can be easily missed! #Looktwice and #Sharetheroad

- Slow down and allow as much clearance as possible when passing a bicycle. By law, bicycles must travel in the same direction as other traffic.
- When making turns, watch carefully for bicycles entering your lane.
- Be especially alert for children riding bikes on the sidewalk. They may come onto the road.
- Be courteous! It is illegal to force a bicyclist off of the road.
• Sample Twitter Post:

-Drivers - use low beam headlights in fog as high beam setting creates glare & reduces visibility. #BeSafeBeSeen

-Whether it's a 12oz beer, 5oz glass of wine, or 1.5-oz shot, each constitute one drink. #SafeandSober!
Social Media Posts

- PennDOT YouTube Channel
  - Currently 42 videos on a variety of subjects

Examples:

- Basic/Experienced Motorcycle Rider Course
- PennDOT Winter Operations, Driving Safely
Social Media Shop

- Used to coordinate and standardize messaging
- Topics and Examples:
  - All Seasons-Operations
  - Bike Ped Safety
  - Child Passenger Safety, School Bus Safety
  - Teen Driver
  - Distracted Driving and Seat Belts
  - Did You Know Operations and Facts
  - Holiday
  - Multimodal

LINE PAINT
1.8 Million gallons used - enough paint to fill 435 four-foot deep, 12-foot diameter, above ground swimming pools!

STAY BACK!
Allow SIX car lengths behind an operating plow.
PennDOT APPs

PA DRIVER’S LICENSE PRACTICE TEST

Available on the App Store

GET IT ON Google play

Travel Info to Go
Analytical tools

- Facebook Tools
• Twitter Tools – Hoot Suite
What's in store for the future???