

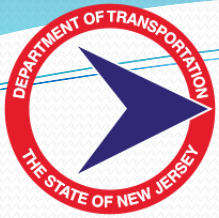
TechTalk!:

NJDOT's Transition to Virtual Engagement



Presented by Vanessa Holman (Deputy Chief of Staff) & Megan Fackler (Director, Government & Community Relations)





The Virtual Pivot: Challenges & Opportunity

- Trial and Error
- Understanding your Audience
- A Hybrid Approach
- Collaborative Outreach
- Expand the Number of Ways the Public Can Access NJDOT

Project Overview

Key Features of the I-80 and Route 15 Interchange Project

- ▶ 2 New Ramps
- ▶ Replace 4 Bridges
- ▶ Widen 2 Bridges
- ▶ Lengthen Acceleration/Deceleration Lanes
- ▶ New Sidewalks

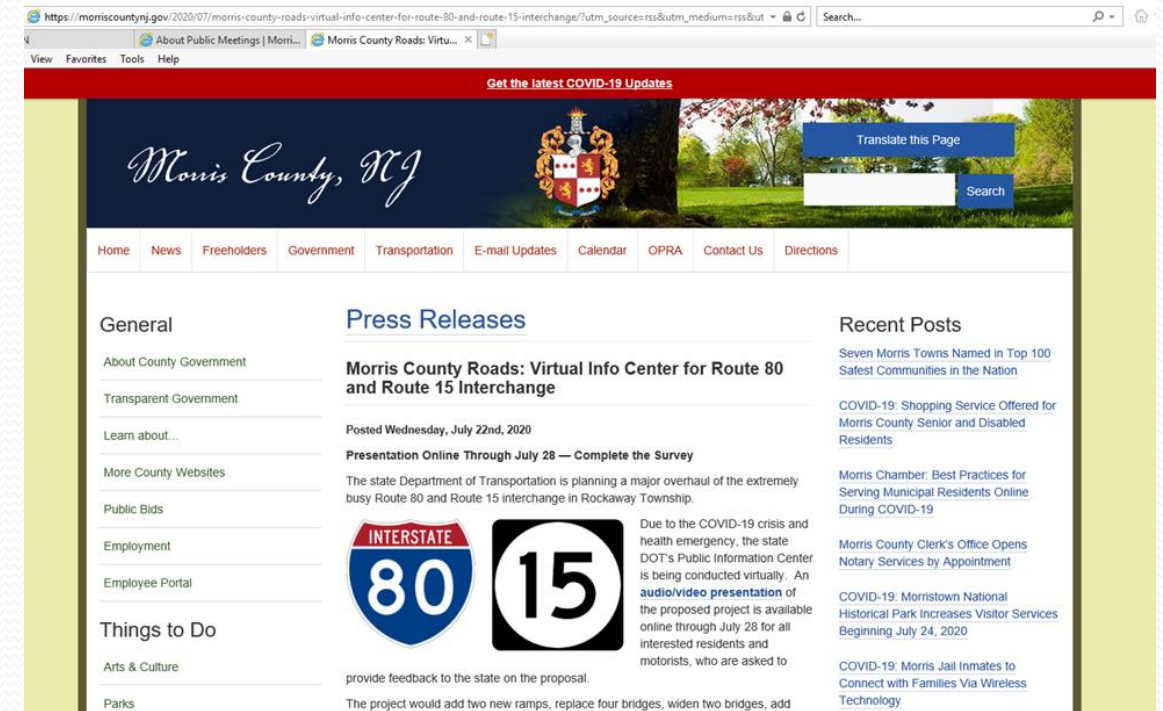




VPI: A NJDOT Success Story

Rt. 80, Rt. 15 Interchange: Virtual Public Information Center

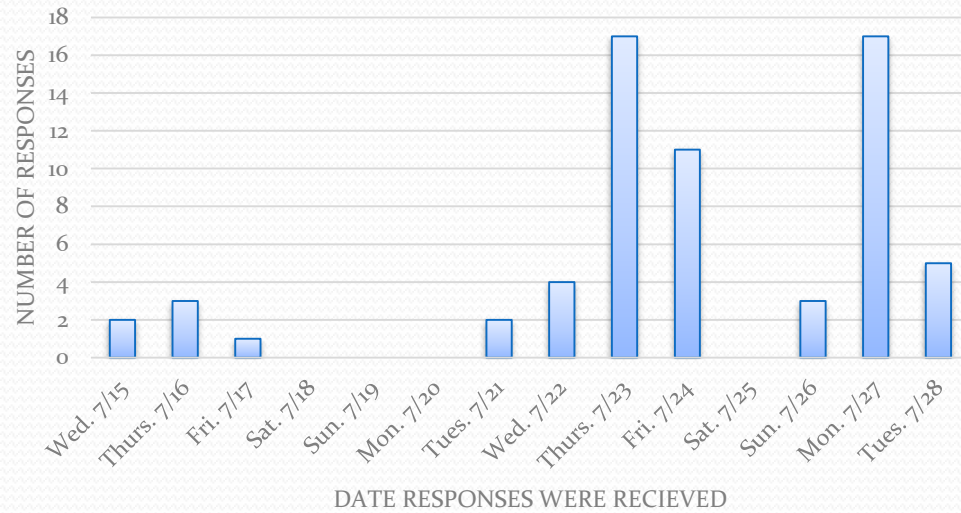
- Taking a Leap of Faith (trusting technology?)
- A Hybrid & Collaborative Approach
- Engaging the Virtual Public



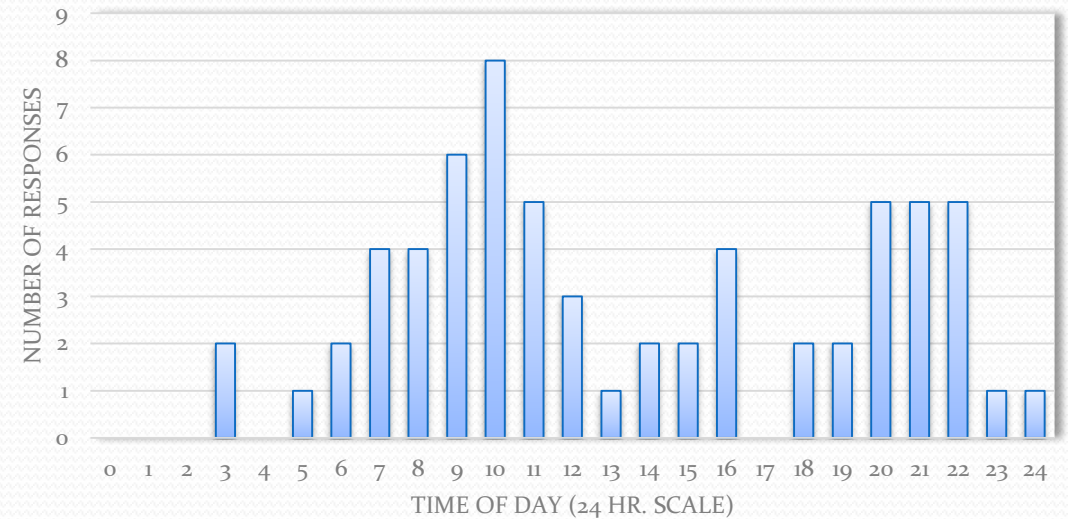


WE ROCKED!

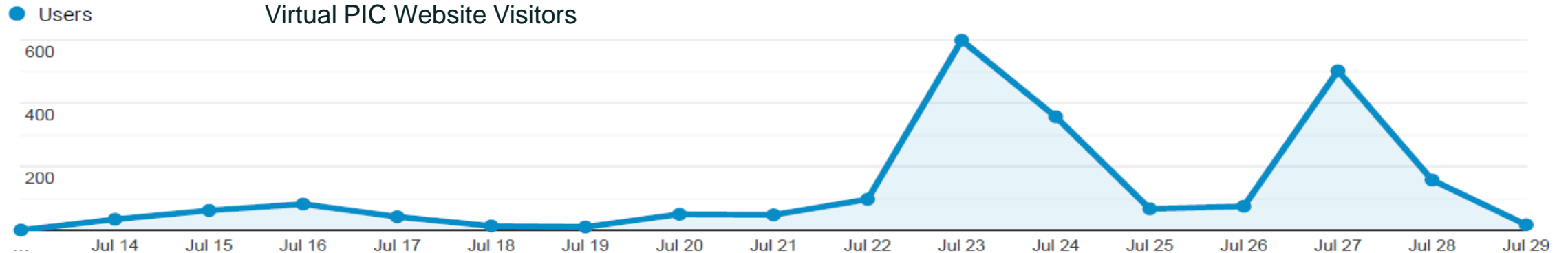
Survey Responses Received



Survey Responses throughout Day



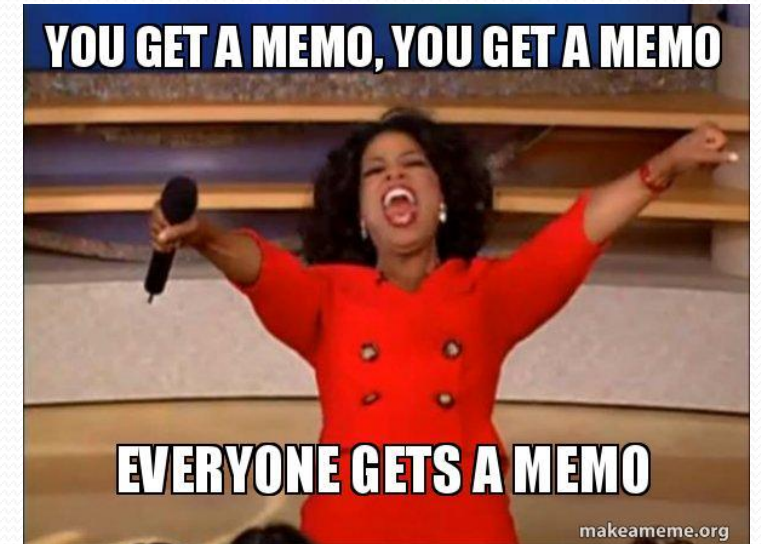
Virtual PIC Website Visitors





Virtual Public Involvement

- Making Virtual “Business as Usual”
- Why Government Employees Make the Big Bucks
- Proactivity vs. Firefighting





Social Media is VPI



Phil Murphy @PhilMurphyNJ · Aug 12

This historic infrastructure investment will not only improve the lives of countless commuters, but will also support our ambitious clean energy goals.



Buttigieg visits N.J. commuter towns to pitch \$1 trillion infrastructure ...
If approved and signed by President Joe Biden, the infrastructure bill would bring a total of \$12 billion to New Jersey.
nj.com

38 29 110



Man Of The People™
@barryckushnir

Replying to @PhilMurphyNJ

We have the best @NewJerseyDOT Commissioner ever, will be put to good use!!!



Amy Quinn @amyquinn · Aug 30

Loving our new wayfinding signage! Thank you @mjmanzella225, @MstudioAgency and @NewJerseyDOT.



Jul 29, 2021, 12:28 PM

I'm sure this doesn't happen often but I wanted to send a note of praise! I'm a PA resident traveling thru and was on I-195 where there was construction/paving by Earle(?). Everything seemed to have been running smoothly, the work seemed to be done quickly and efficiently and the roads that were already completed were excellent!! PA could learn somethings from you!! 😊



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Sometimes It Works, Sometimes It Doesn't



marg 🍌

@purecomedian

@NewJerseyDOT is my mortal enemy

5:02 PM · Sep 9, 2021 · Twitter for iPhone





Sometimes It Works, Sometimes It Doesn't

Cody @codyandrusnyc · Sep 14

Someone want to tell my why THREE helicopters need to sit at the 280/Parkway junction? @EOCityHall @NJGov

1

Cody @codyandrusnyc

Listen @NewJerseyDOT, I understand there's a crash on the 280 but can we not have what I assume are 3 news copters HOVERING low and creating this much noise?

5:08 PM · Sep 14, 2021 · Twitter for iPhone

Relevant people

Cody @codyar Day Time @CocoTi

NJDOT @NewJerseyDOT Updates Transport condition

What's happening

News · Yesterday

FBI, police search home in relation disappearance of

Trending with #Briar

#FortniteCubed!

Enter the Sideway

Promoted by Fortnite

Trending in United States

New York

9



Sometimes It Works, Sometimes It Doesn't



Steinfeld Howard

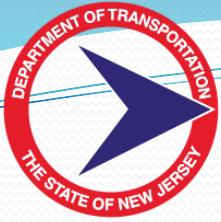
Assign Conversation ▼



Sep 10, 2021, 4:15 PM



Hi, i tripped on a sign post that had been cut down located on rt 9 and it ruined a brand new shoe. How can i get compensated? Thx



Sometimes It Works, Sometimes It Doesn't





Q&A Time

