TechTalk!:
NJDOT’s Transition to Virtual Engagement

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

*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.

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!! 😊

We have the best @NewJerseyDOT Commissioner ever, will be put to good use!!!
Sometimes It Works, Sometimes It Doesn’t

@marg
@purecomedian

@NewJerseyDOT is my mortal enemy

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

From this moment on, you are my mortal enemy.
Sometimes It Works, Sometimes It Doesn’t

Cody @codyandrusnyc - Sep 14
Someone want to tell me why THREE helicopters need to sit at the 280/Parkway junction? @EOCityHall @NJGov

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
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

COLLAPSE!
Q&A Time

BRACE YOURSELF

THE GROUP DISCUSSION IS COMING