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COMMUNICATORS, STRATEGISTS, CREATIVES.

**PUBLIC ENGAGEMENT
& OUTREACH**

JUNE 6, 2026



AGENDA

- Public engagement overview
- Tips and tools
- Keeping the public informed
- Q&A





**PUBLIC
ENGAGEMENT**

WHY SHOULD WE CARE?

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Flint's water crisis: what went wrong

After the water supply was found to contain high levels of lead, evidence is mounting that officials ignored or neglected indicators of a growing crisis



THE BOSTON BIG DIG

AMERICA'S MOST EXPENSIVE
ENGINEERING MISTAKE

BEFORE
ABOVE GROUND

AFTER
BELOW GROUND

COST OVER
\$24 BILLION
Years Behind Schedule



COST OVER
\$24 BILLION



YEARS BEHIND
SCHEDULE



MAJOR DELAYS
& DISRUPTIONS



LESSONS IN PLANNING
& ACCOUNTABILITY

686 * 386



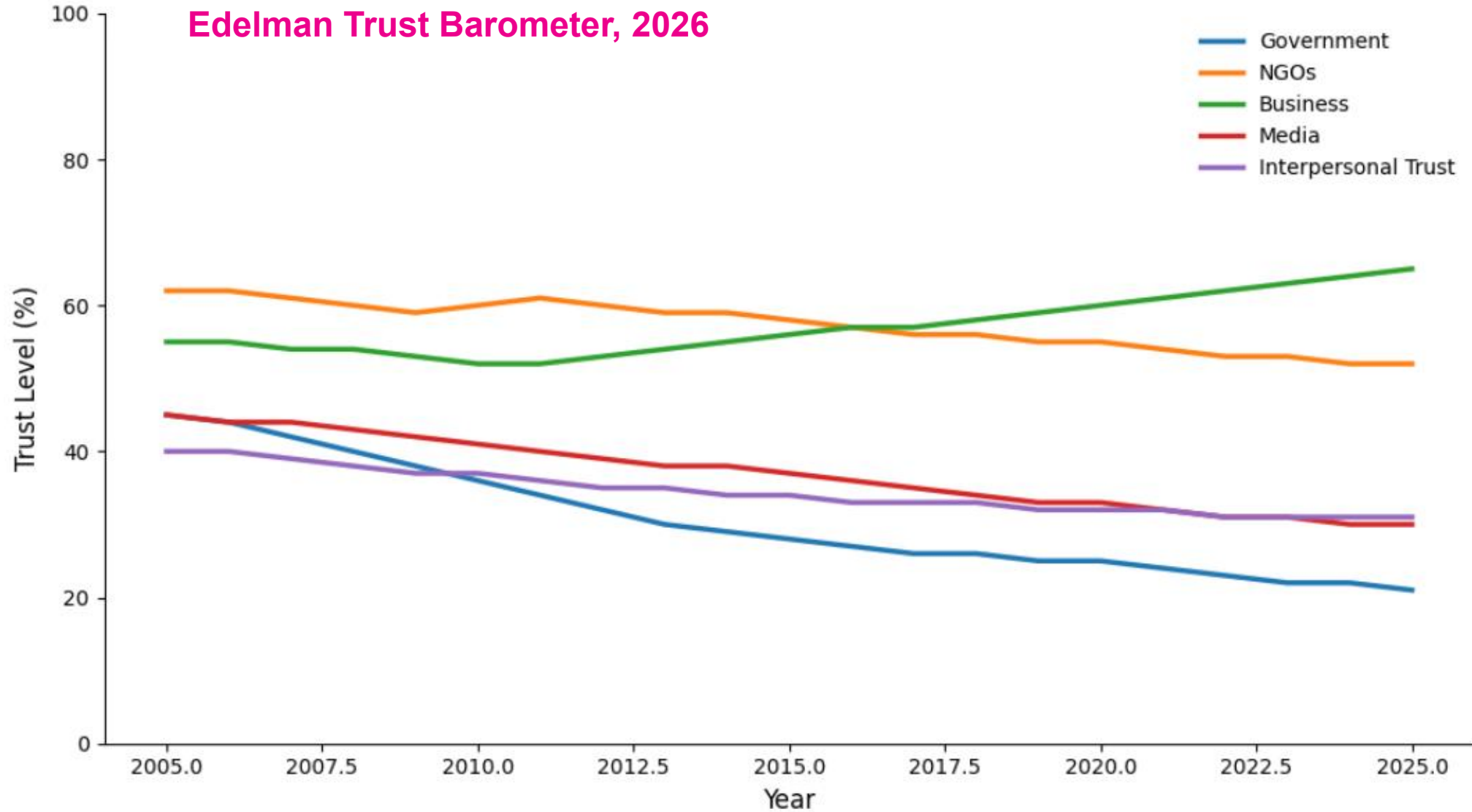
“I’m from the government,
and I’m here to help.”


– Ronald Reagan

The 9 most terrifying words in the English language



PUBLIC TRUST 2005 TO 2025





Declining Trust	Why?
<ul style="list-style-type: none">• Government• Media• Charities/Non-profits• Each other	<ul style="list-style-type: none">• Less honesty• Less fairness• Less competence• Less connection• More automation

Slightly Improving Trust	Why?
<ul style="list-style-type: none">• Businesses	<ul style="list-style-type: none">• Direct role in daily lives• Take social responsibility• Transparency

STRONG PREDICTORS OF TRUST

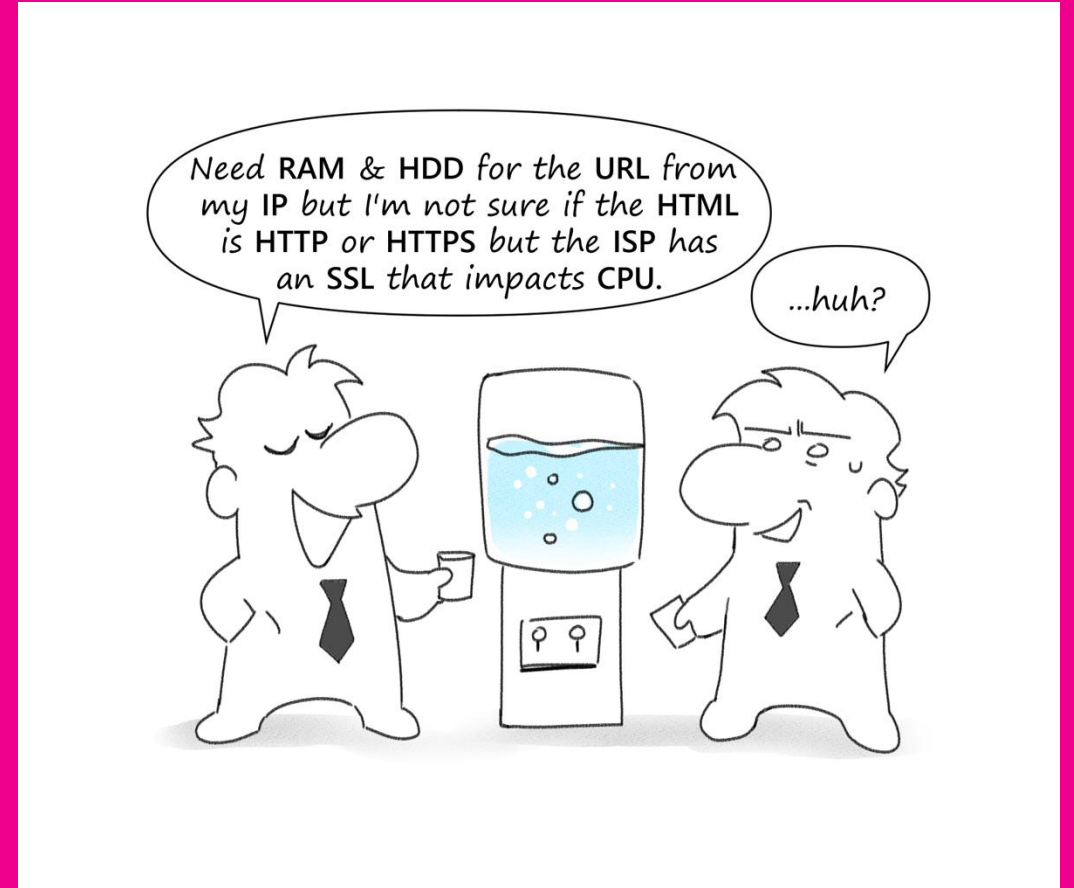
- Transparency
- Engagement
- Fairness
- Local project manager
- Consistency





BUILDING TRUST

- Communicate early
- Use plain language
- Explain trade-offs honestly
- Lean on data
- Maintain communications and engagement throughout
- Show how feedback changed something tangible





START

**THE BEST LAID
PLANS**

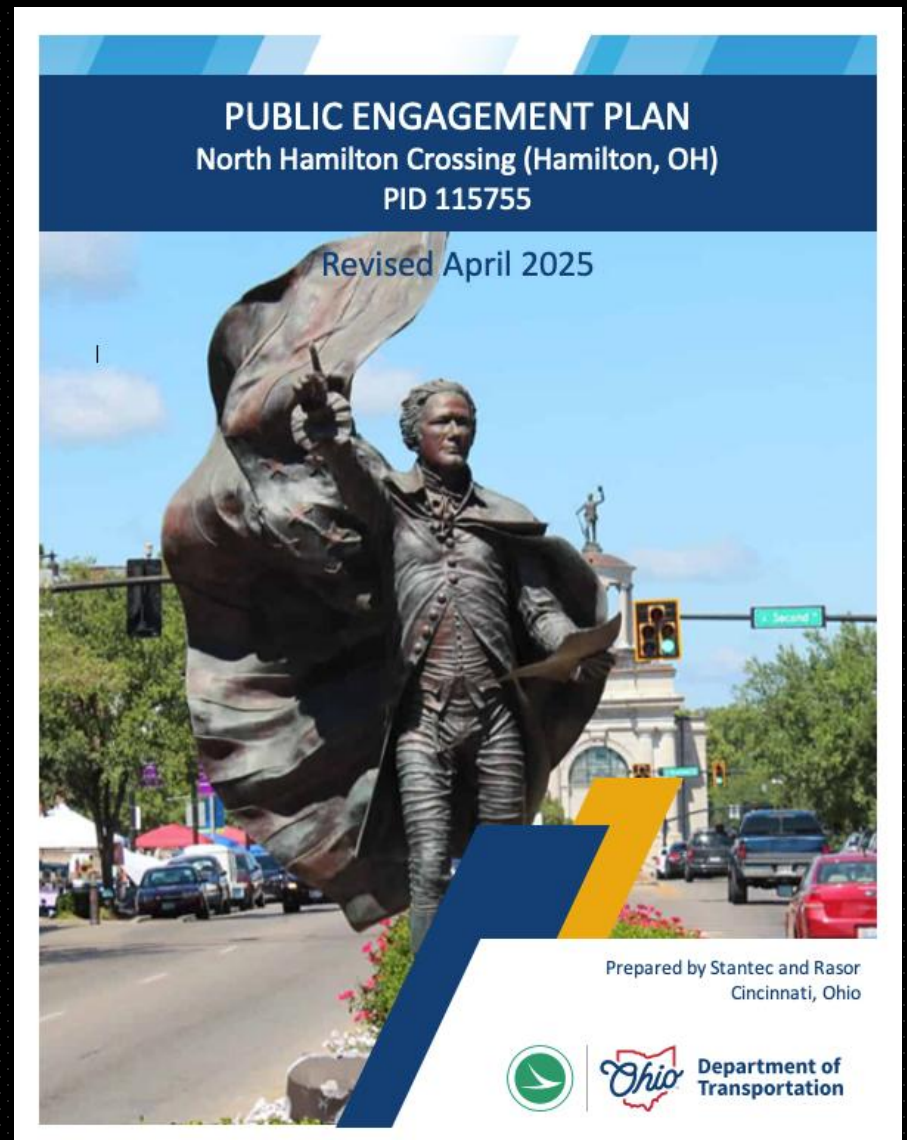
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PUBLIC ENGAGEMENT PLANNING

Understand the context of your project

- ✓ How long has the project been studied?
- ✓ How have local municipalities collaborated?
- ✓ What has been communicated previously?
- ✓ How does the public feel about it?
- ✓ What media stories have been published?
- ✓ What are the existing relationships with client leadership?



PROJECT GOALS

Goals and objectives should fit the context of the situation

Example:

“To strengthen local and regional audiences’ understanding about the purpose and need for the project, as well as efforts being taken to identify and evaluate all possible solutions.”



STAKEHOLDER IDENTIFICATION

Tiered Approach

- ✓ Based on volume of traffic each drives to central business districts
- ✓ Second tier based on large regional businesses, economic development, freight and logistics companies, etc.

TIER ONE ORGANIZATIONS (OHIO)	LOCATION	EARLY WORK IMPACT	BRIEFING TIMING	MESSAGING
First Responders				
Cincinnati Police and Fire Depts; Hamilton County Sheriff's Dept	Downtown and precincts within project area	Yes	Fall 2026 and ongoing	Travel impacts; year one major detours; open routes to UC Health & Children's
Large Downtown Employers				
Fifth Third Bank, Procter & Gamble, Kroger, American Financial/Great American Insurance, Western & Southern Financial Group, City of Cincinnati, Hamilton County, Cincinnati Chamber, Cincinnati Business Committee, Federal Administration	Central Business District	No	January 2026; monthly thereafter	Year one overview; resources and regular communications
Pro Sports				
Cincinnati Bengals, Reds, Cyclones, FC Cincinnati	Riverfront area; Paycor Stadium, Great American Ballpark, Heritage Bank Arena, Central Parkway	Yes	January 2026; ongoing monthly written; in person, as needed	Parking lot closures and access; Bengals Longworth Hall tailgating; Year one overview
Transit & Partner Agencies				
Metro Bus System, Transit Authority of Northern Kentucky (TANK), City of Cincinnati	Major thoroughfares throughout Greater Cincinnati	No	Fall 2026 (Cincinnati DOT briefing Metro regularly); ongoing	Overview of year one; resources and information



MESSAGE TRACK

OVERALL MESSAGE: The Brent Spence Bridge Corridor Project represents a one-in-a-generation investment in the region and will address critical transportation issues, reducing congestion, improving safety, and better connecting communities along I-71 and I-75 in Ohio and Kentucky.

SUPPORTING MESSAGE #1

SERVING CRITICAL TRANSPORTATION NEEDS

The BSBC Project will address safety, mobility, and key regional connections along one of the nation’s most important corridors for commerce and freight.

SUPPORTING MESSAGE #2

WORKFORCE & SMALL BUSINESS OPPORTUNITIES

The BSBC Project is an historic opportunity to invest in local businesses and grow our workforce and economy.

SUPPORTING MESSAGE #3

CONNECTING COMMUNITIES & ENHANCING NEIGHBORHOODS

The project’s features and enhancements will bring benefits and connections to local communities.

Supporting Facts:

Project is designed to address transportation purpose and needs:

- Improve traffic flow and level of service;
- Improve safety;
- Correct geometric deficiencies;
- Maintain connections to key regional and national transportation corridors.

Supporting Facts:

- Project encourages participation by SBE certified firms in Ohio and Kentucky.
- Tremendous workforce development opportunities for the region across many categories.
- 700+ workers needed during peak construction.

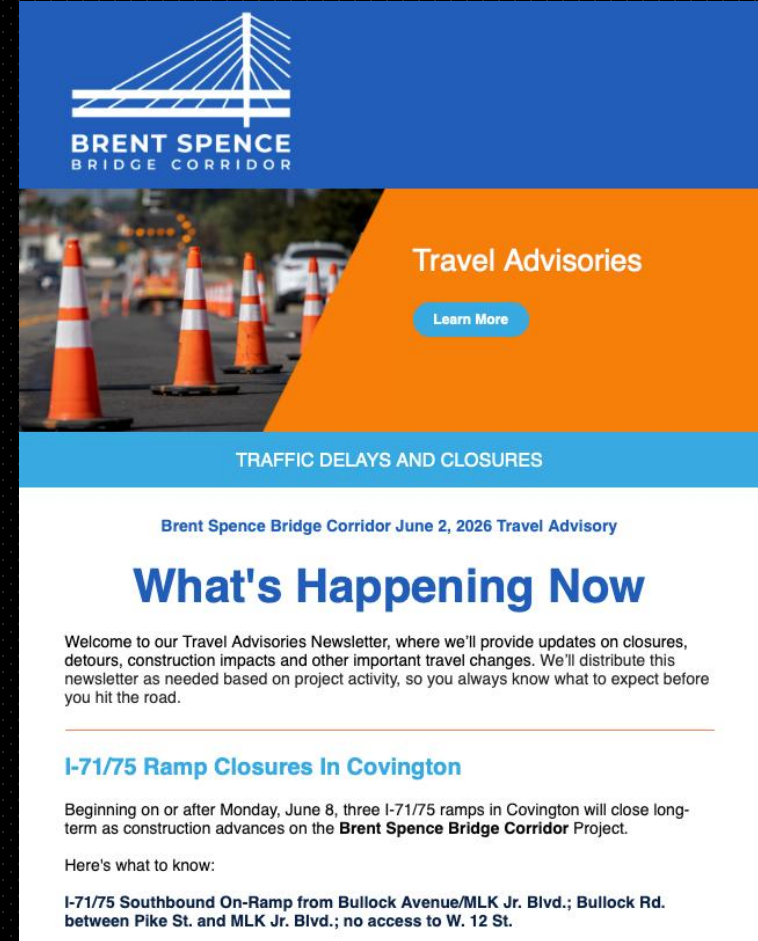
Supporting Facts:

- The BSBC Project will add a new street grid to connect communities across the highway in Ohio and add better bike and pedestrian access throughout with new or improved sidewalks and shared use paths throughout.
- Aesthetic treatments will be incorporated throughout the corridor to create an urban design and feel.
- Public comments have been incorporated, including the proposed Ezzard Charles Bridge widening as discussed with the City of Cincinnati.

COMMUNICATIONS TACTICS

Depends on size and scope of project

- Project website
- Social media platforms
- Media relations
- Email newsletters
- Direct mail
- Signage, flyers and handouts in the project area
- Public meetings, workshops and hearings (when warranted)
- Pop-up stands at local events
- Neighborhood and HOA presentations
- Surveys
- Paid ads, boosted posts



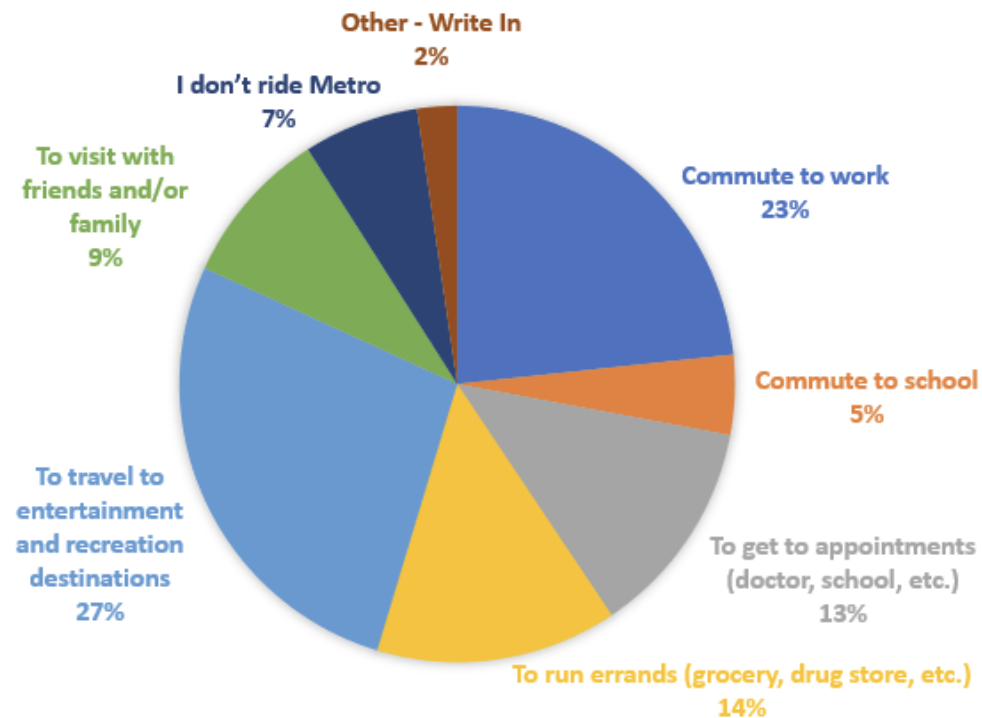
The image shows a screenshot of an email newsletter. At the top, there is a blue header with the Brent Spence Bridge Corridor logo, which consists of a stylized bridge structure above the text "BRENT SPENCE BRIDGE CORRIDOR". Below the header is a photograph of orange traffic cones on a road. To the right of the photo, the text "Travel Advisories" is displayed in white on an orange background, with a blue "Learn More" button below it. A light blue horizontal bar below the photo contains the text "TRAFFIC DELAYS AND CLOSURES". The main body of the email has a white background. It starts with the text "Brent Spence Bridge Corridor June 2, 2026 Travel Advisory" in a small font. Below this is a large blue heading "What's Happening Now". The introductory paragraph reads: "Welcome to our Travel Advisories Newsletter, where we'll provide updates on closures, detours, construction impacts and other important travel changes. We'll distribute this newsletter as needed based on project activity, so you always know what to expect before you hit the road." A horizontal line separates this from the next section, which is titled "I-71/75 Ramp Closures In Covington" in blue. The text below reads: "Beginning on or after Monday, June 8, three I-71/75 ramps in Covington will close long-term as construction advances on the Brent Spence Bridge Corridor Project." This is followed by the text "Here's what to know:" and then a bolded line of text: "I-71/75 Southbound On-Ramp from Bullock Avenue/MLK Jr. Blvd.; Bullock Rd. between Pike St. and MLK Jr. Blvd.; no access to W. 12 St."



SURVEYS

- Public surveys, unless using a market research field house with random sampling, are directional, not statistically representative
- Include demographic questions to understand who you're capturing
- Structure your questions so you don't lead participants to a specific response; be sure you don't make the participant culpable
- Closed-ended vs. open-ended; gather data and then hold public meetings to dive deeper on topics in conversation

Why do you ride Metro?



PUBLIC MEETINGS



PUBLIC WORKSHOPS



A FEW TIPS

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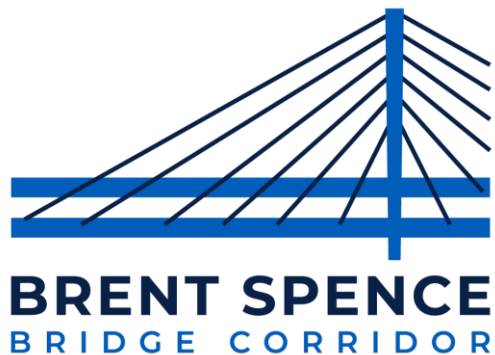




BUILDING PROJECT AWARENESS

WHEN TO CREATE A PROJECT BRAND IDENTITY

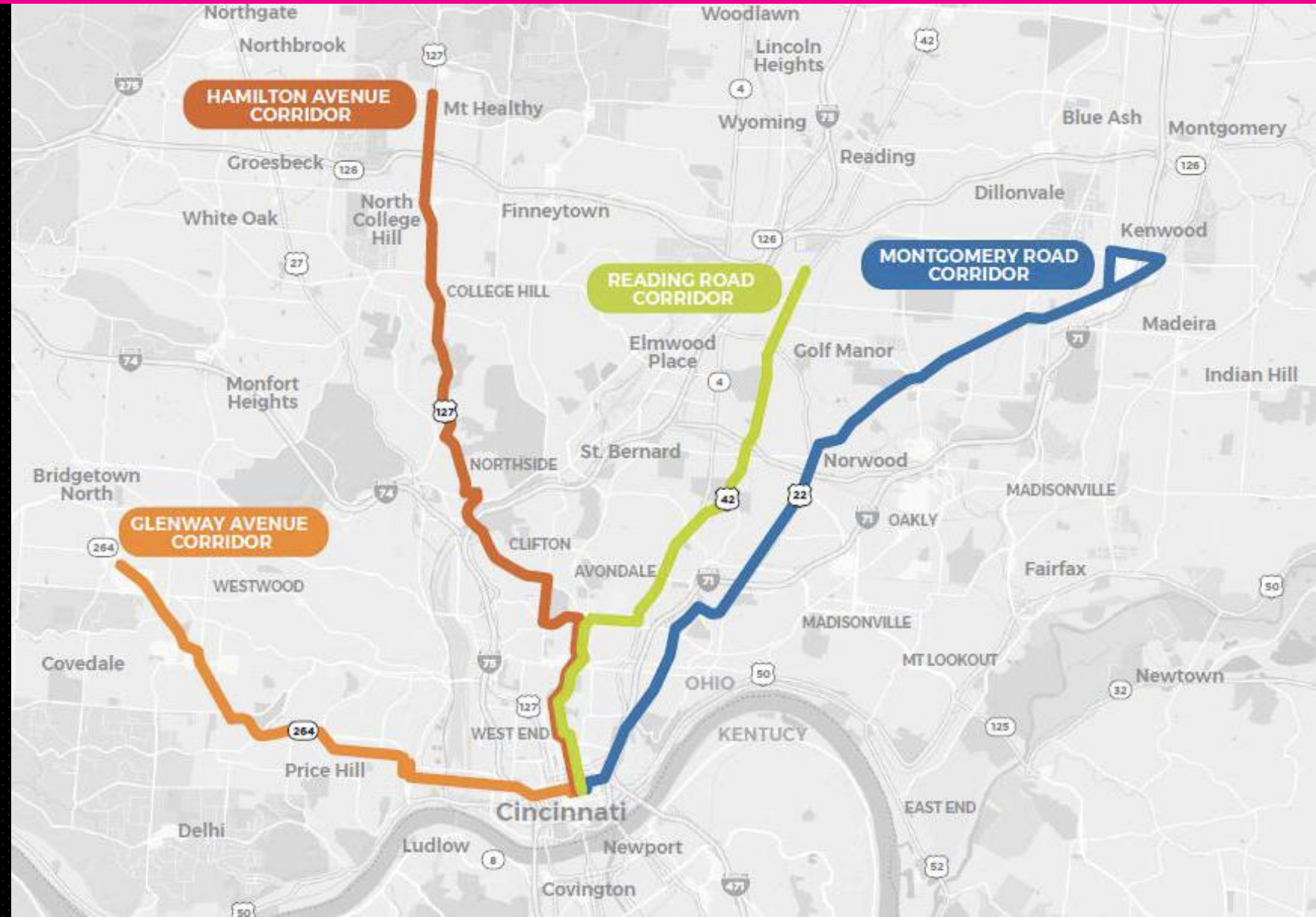
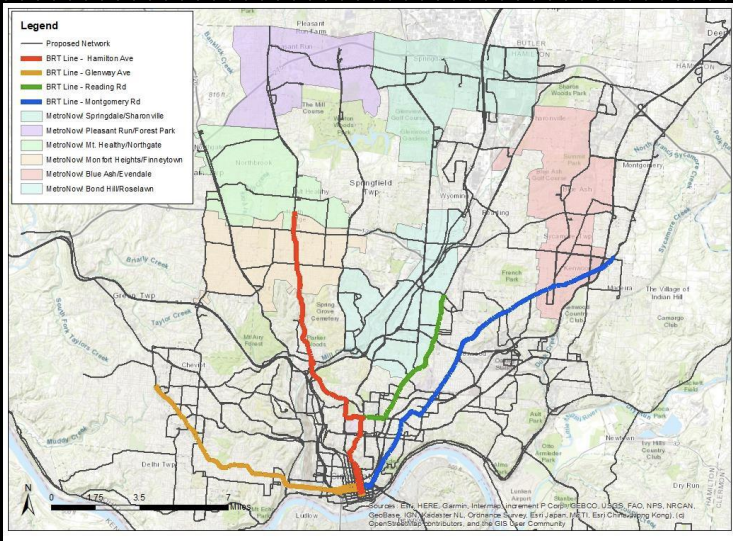
- Projects with a long-term outlook
- Public awareness and input is critical to success



JESSAMINE/FAYETTE
CONNECTIVITY STUDY



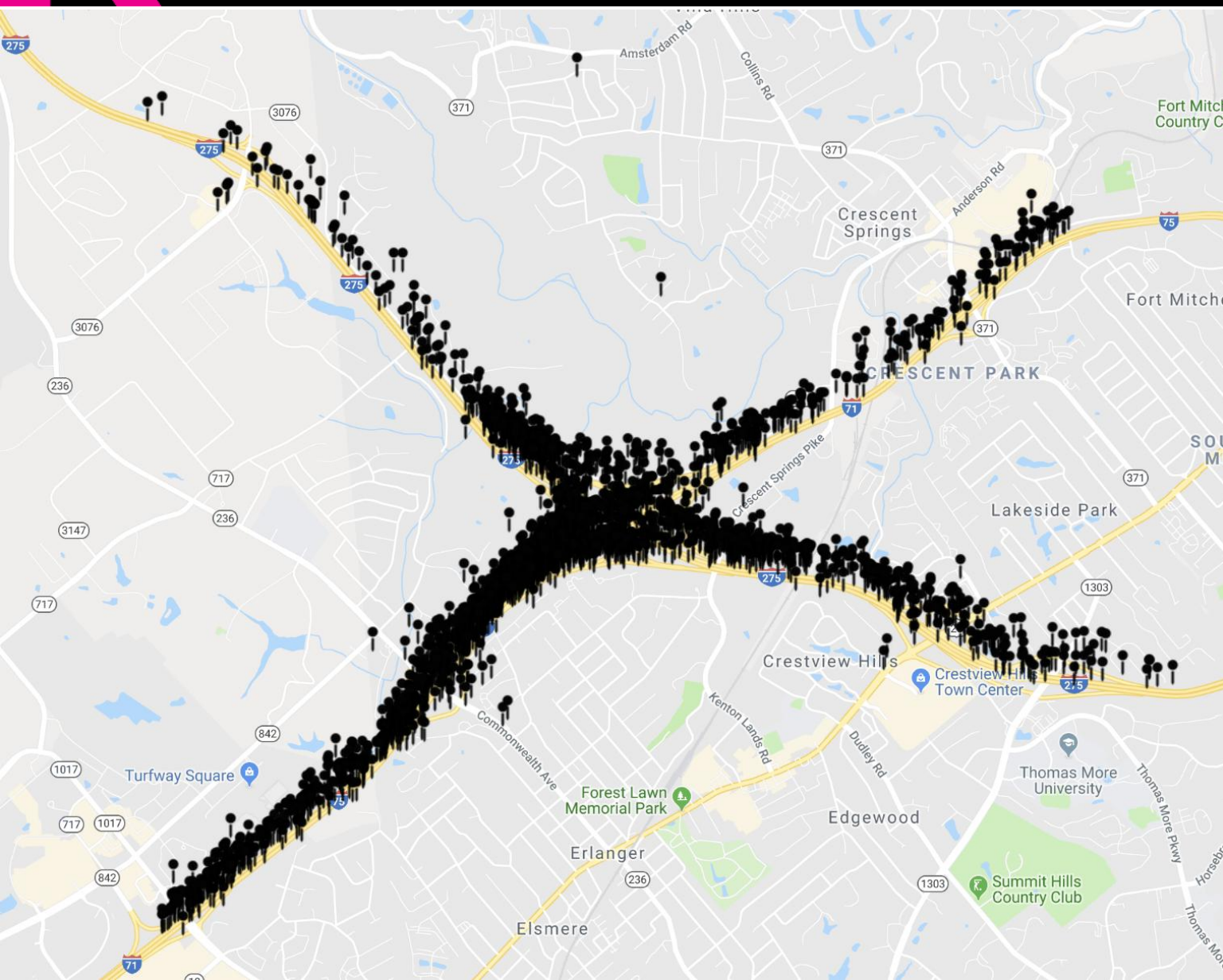
SIMPLIFY MAPS





SURVEY TOOLS

MAPPING TOOL



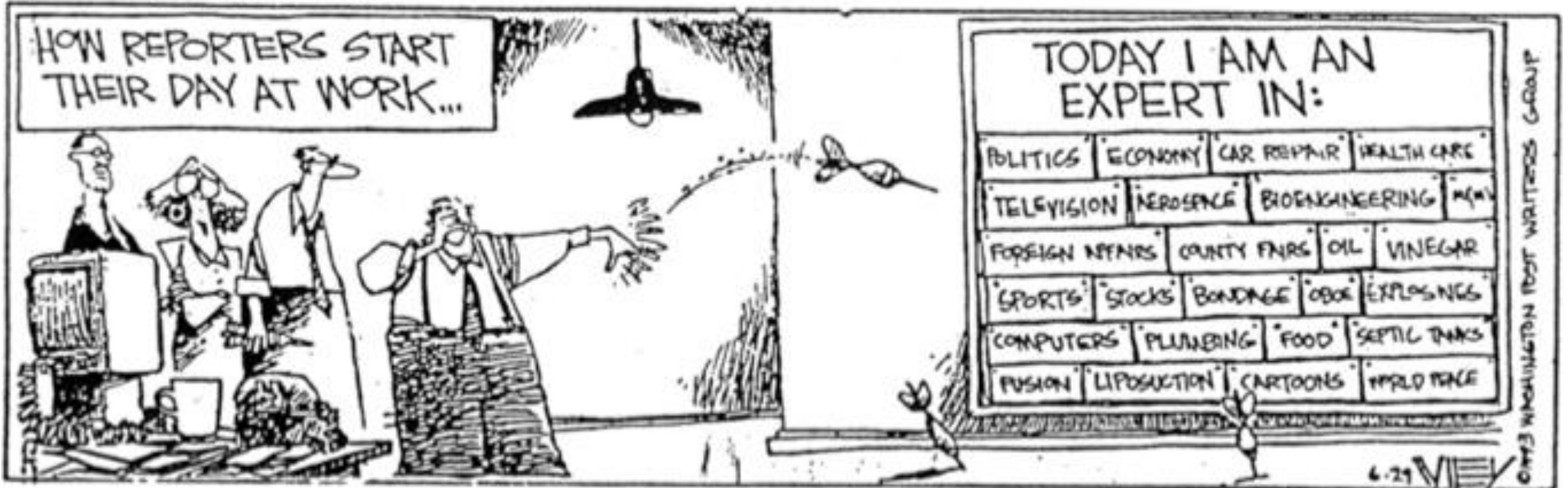
- Drop a pin and comment on specific areas
- I-75/71 and I-275 in Kentucky study received 2,363 pins and 1,418 comments



TALKING TO MEDIA

The Washington Post

NON SEQUITUR WILEY





REPORTERS WANT

- Timely news
- Great soundbites and visuals
- Quotes from industry resources
- Expert commentary
- Background information
- Confirmation of information from other sources





SPOKESPERSON TRAINING



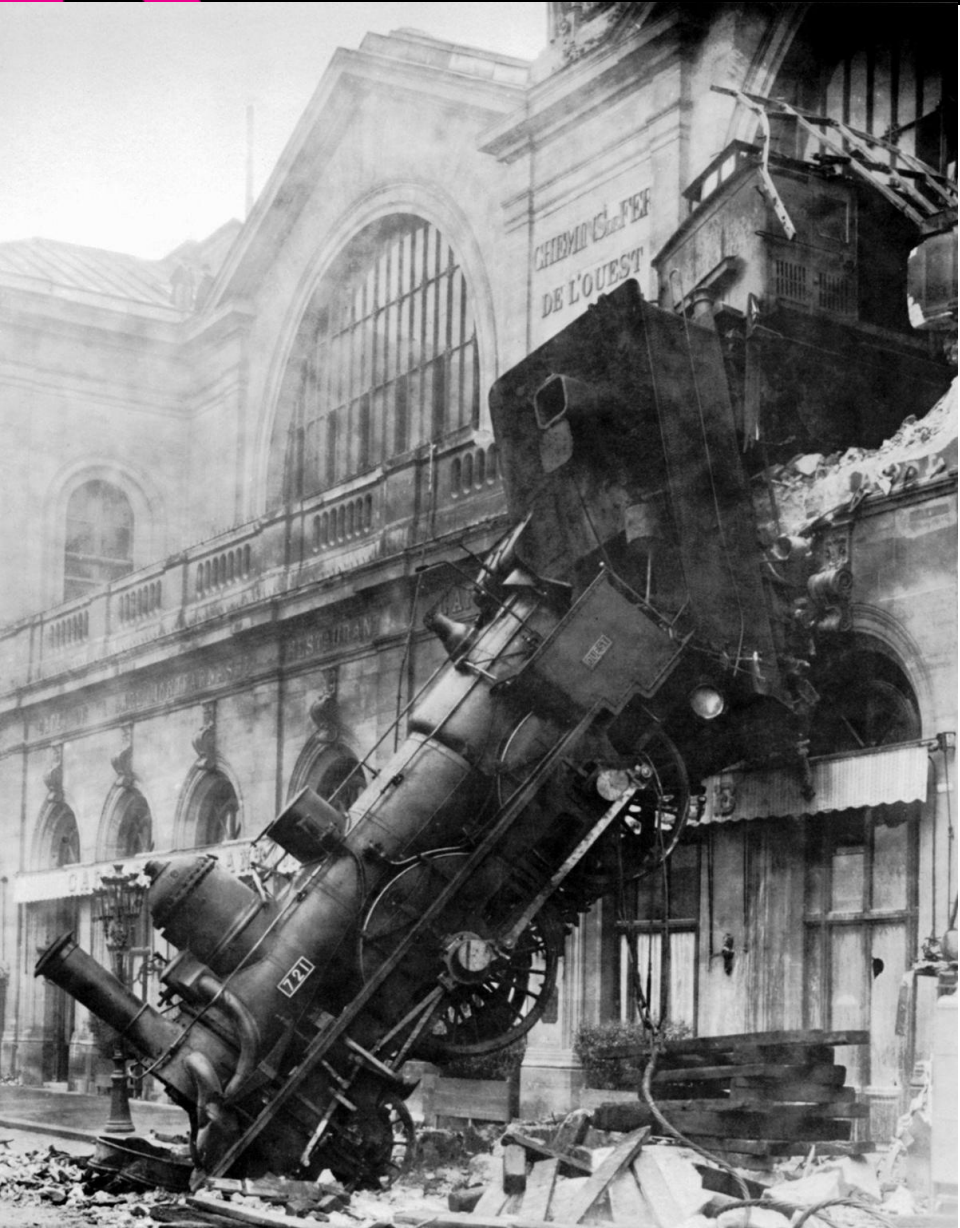
THE ELEVATOR SPEECH:

A concise explanation of the news that could be given during the course of an elevator ride.

“The Brent Spence Bridge Corridor project is a once-in-a-generation, investment that will transform the Greater Cincinnati region with a safer, less congested I-75/71 corridor and create numerous community enhancements and job opportunities.”



INTERVIEW BASICS



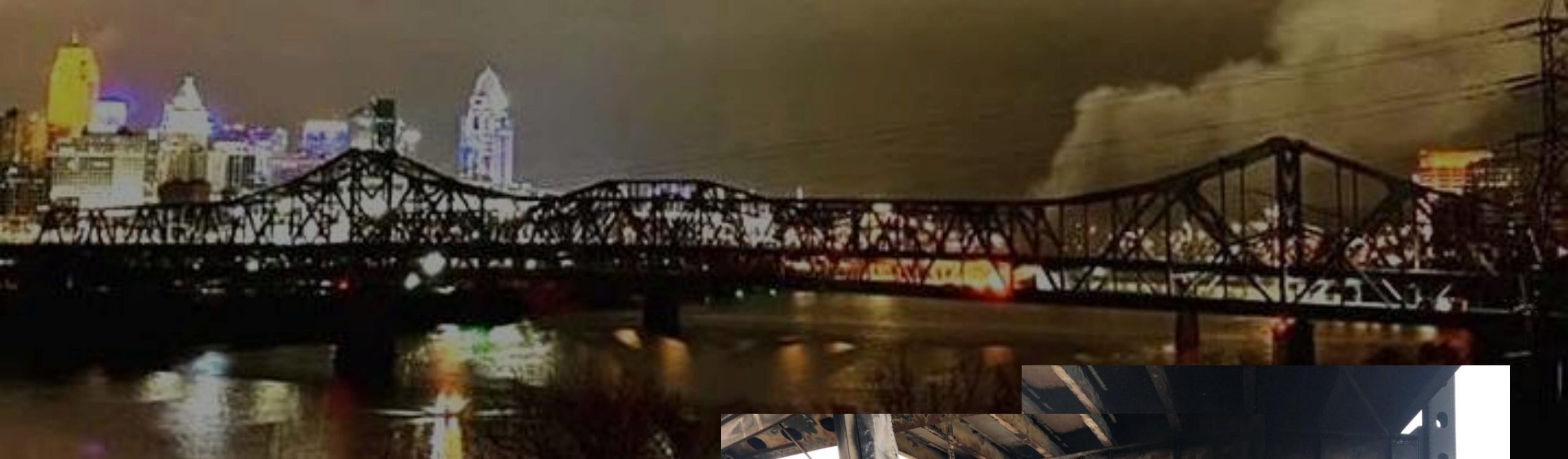
DON'T LET YOUR INTERVIEW GO OFF THE RAILS!

- Give concise answers to questions.
- Don't be afraid of silence. When you finish your answer, simply wait for the next question.
- Don't be afraid to say, "Let me get back to you."
- Don't speculate or answer "what if" questions. Stick to the facts.
- Don't dwell on the negative — acknowledge when appropriate, but focus on solutions.
- Use analogies to simplify complex points.
- Don't be afraid to ask for a do-over on camera.
- Never go off the record. If you don't want to see it in or on the news, **DON'T SAY IT.**

**KEEPING THE
PUBLIC INFORMED**

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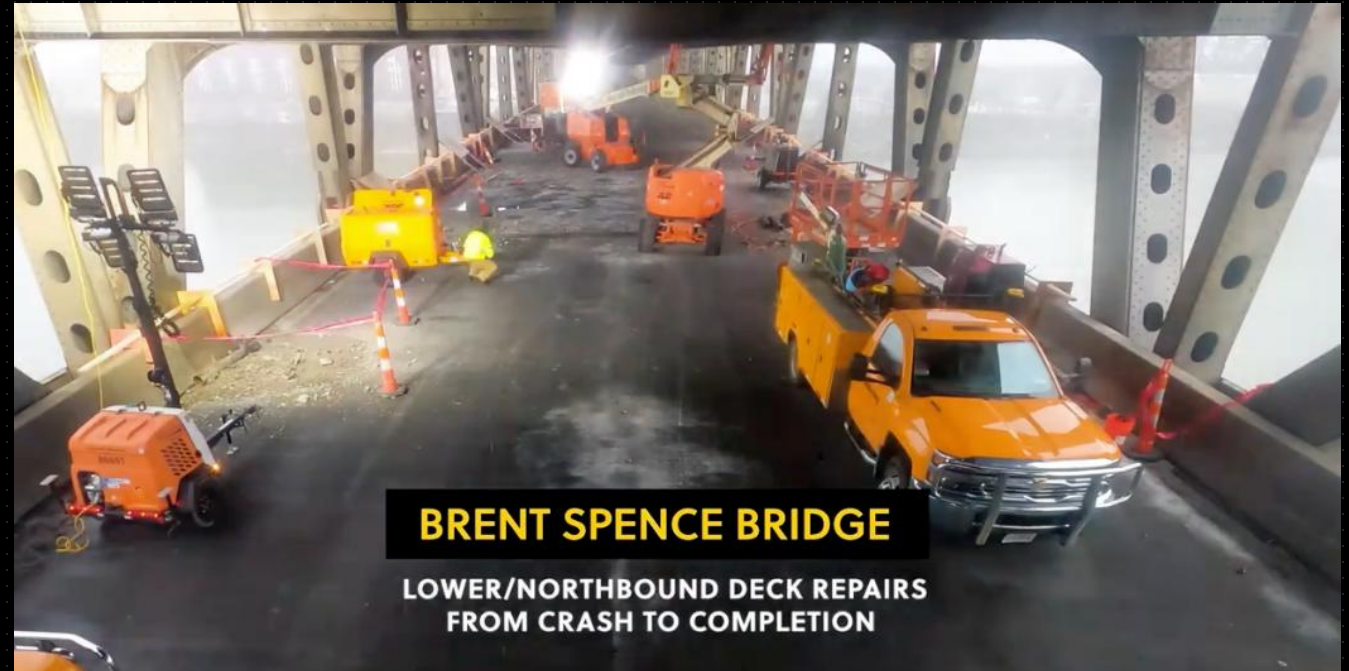
BRENT SPENCE BRIDGE EMERGENCY REPAIR

**CRASH TO COMPLETION
NOV. 11 – DEC. 22, 2020**

COMMUNICATIONS GOALS

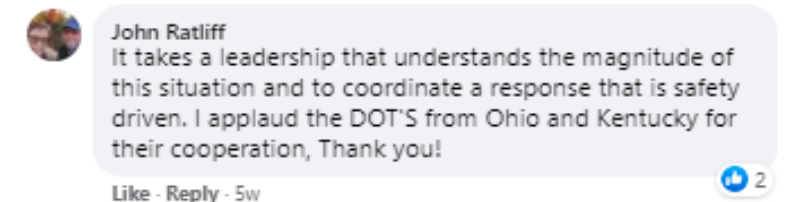
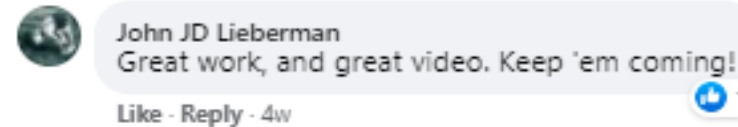
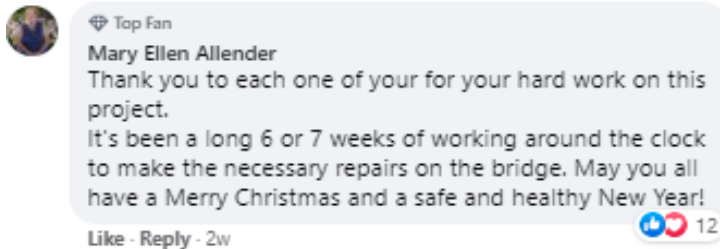
- Assure the public the bridge is structurally sound
- Provide real-time updates on construction progress
 - Weekly virtual press conferences
 - Regular video updates
 - Time lapse cameras of progress
 - Project website
 - Social media updates
- Correct misinformation

**OPENING DAY! DEC. 22
– ONE DAY EARLY**



RESULTS

- Nearly **20 million people** reached by media coverage of Opening Day
- More than **250 pieces of coverage** by TV, radio, print and online publications
- More than **4,700 total media mentions** over the course of the project
- More than **135 million media impressions**, based on media viewership/ circulation (Nov. 12 - Dec. 28)
- Dozens of positive social media posts on opening day.



IT'S HAPPENING!





THANK YOU!