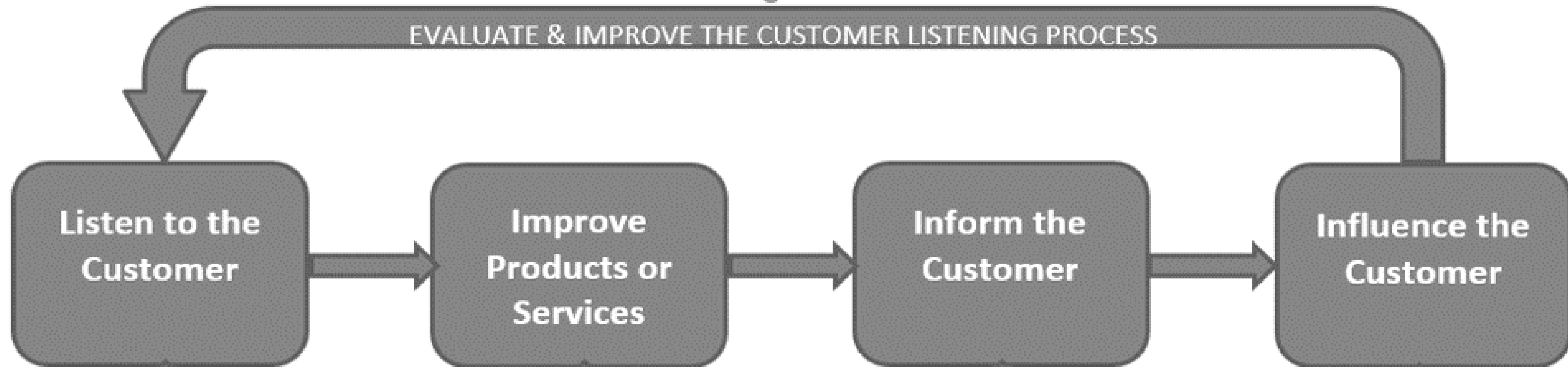


SOUTH DAKOTA DEPARTMENT OF TRANSPORTATION

Strategic External Communication (SEC) Plan

Our Process to Improve Communication

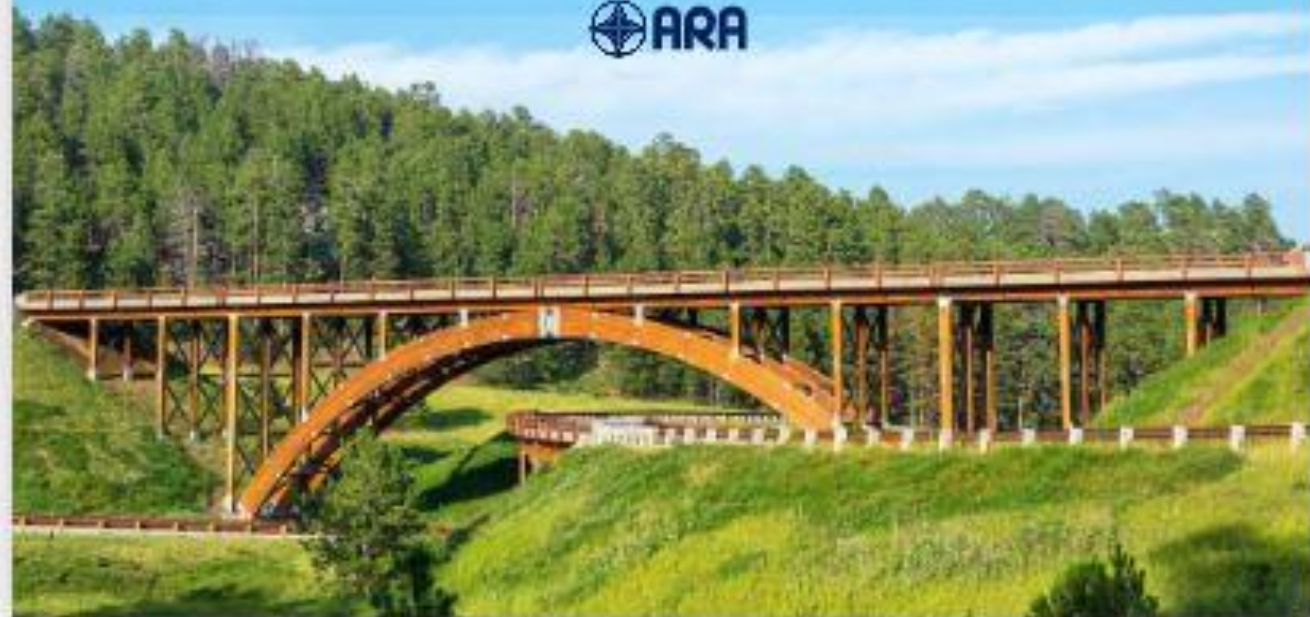
Development of a Formal Plan



Plan. Do. Check. Act.



South Dakota Department of Transportation
Two-Year Strategic Communication Plan
August 1, 2020



Improvements we have made:

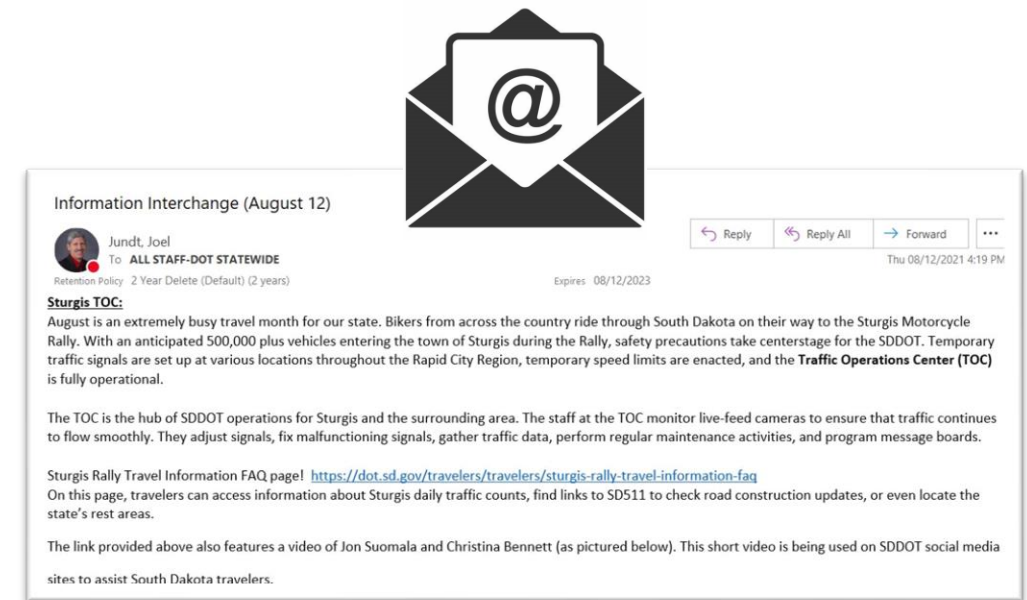
- Increase in *quality* and *quantity* of purposeful interactions
- Increase in *clear* and *consistent* messaging
- Thoughtfully *targeting* our messages

We Hired

The communications team tripled!

New *INTERNAL* Communication Tools

Information Interchange, monthly newsletter, and more.



New *EXTERNAL* Communication Tools

Enterprise stories, virtual public meetings, snowplow naming contest, and more.



SDDOT Communications Team



Julie Stevenson, Taylor Brusven, and Bret Mattice
(pictured left to right)

A map of South Dakota showing major highways and cities. Orange diamond markers are placed along various routes, including I-90, I-29, and US-85, indicating specific locations or points of interest. The state name 'SOUTH DAKOTA' is centered on the map.

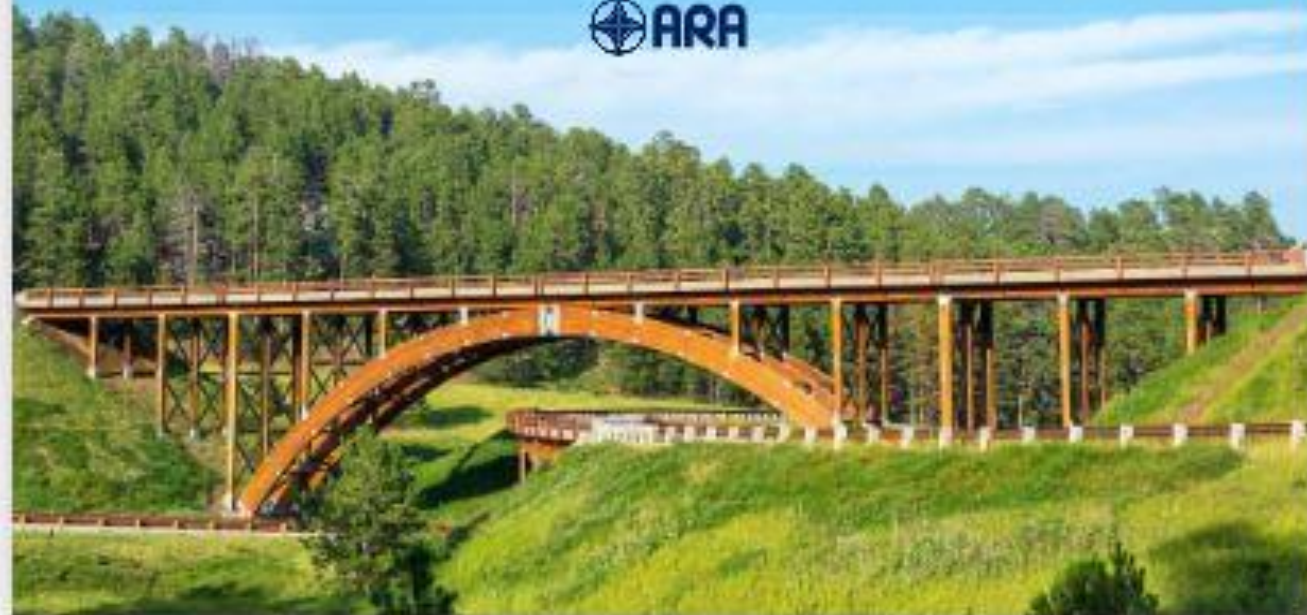
Implementing the Plan

Strategies and Tactics we currently have in place

Let's look at what we are currently utilizing to communicate.




South Dakota Department of Transportation
Two-Year Strategic Communication Plan
August 1, 2020



Multiple Audiences, One SDDOT



Strategies

Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5	Strategy 6	Strategy 7	Strategy 8
Formalize communication process and tools	Improve digital communication	Improve social media communication	Improve project communication	Improve public meeting participation	Enhance and leverage media partnerships	Elicit public feedback	Build SDDOT communication capacity
	Tactics						
Establish business process	Update 511 app and ClearPath511	Content creation training	Public speaking training	Conduct virtual town halls	Publish enterprise stories	Create feedback email address	Make communication staffing matrix
Update logo 	Update website based on analytics	Paid ads for audience growth	Require project microsites	Facebook events with targeted ads	Regular media communication	Use Google form survey	Hold a media training
Develop brand guidance 	Improve e-mail distribution	Post boosting	Targeted social media posts	Promote recorded public meetings after-the-fact	Ride alongs/Day in the-life story opportunities	Conduct bi-yearly Customer Satisfaction Survey	Purchase communication equipment
Use communication templates 	Create e-mail newsletter	Create LinkedIn page	Landowner communication strategies	Create guidance for virtual public involvement	Promote annual / seasonal stories	Conduct public meeting surveys	Acquire subscription services
Develop campaign strategies 	Provide opt-in text messaging	Use analytics reporting	Provide project PowerPoint template		Pitch research-related stories		Do skills training
Publish stories from all SDDOT offices 		Use social hub software			Hold regular press conferences		
Use Google analytics dashboard 					Apply for awards		
Create editorial calendar 					Publish annual report stories		

Strategy 1 – Process & Tools

Tactics Accomplished

- Update Logo
- Develop Brand Guidance
- Use Communication Templates
- Use Google Analytics Dashboard



SDDOT Brand & Identity Guidelines

At-A-Glance

Our Voice

The goal for our marketing and public relations approach should be conversational and customer-friendly, using plain language commonly understood by our customers and stakeholders.

- In all public relations documents:
- We are positive and professional
- We use active voice
- We write clearly and concisely
- We write with the intended audience in mind, minimizing the use of acronyms, jargon, etc.
- The correct brand names are: "South Dakota Department of Transportation" and "SDDOT"
- We write visually! Since today's consumer is a "scanner"; we write in a style that accommodates that behavior. We get to the point quickly and make it easy for readers to pick out key pieces of information.

SDDOT's mission, vision, and core values guide our messaging. Even more importantly, our end users' wants and needs guide our messaging.

Our Logos

The SDDOT Logo



The Wordmark




The Icon



Color Palette


Spearfish Formation Red
Process: 79/2/10/11
Pantone PMS: 7624 C
RGB: 117/17/19
WebHex: 751113


Missouri River Blue
Process: 85/52/29/6
Pantone PMS: 7699 C
RGB: 47/107/141
WebHex: 2E6B8D


South Dakota Sunflower Yellow
Process: 0/29/98/0
Pantone PMS: 7408 C
RGB: 253/186/23
WebHex: FD8A17

Main Typefaces

Callibri Light Bold
(For Headings and Subheadings)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri
(For all body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

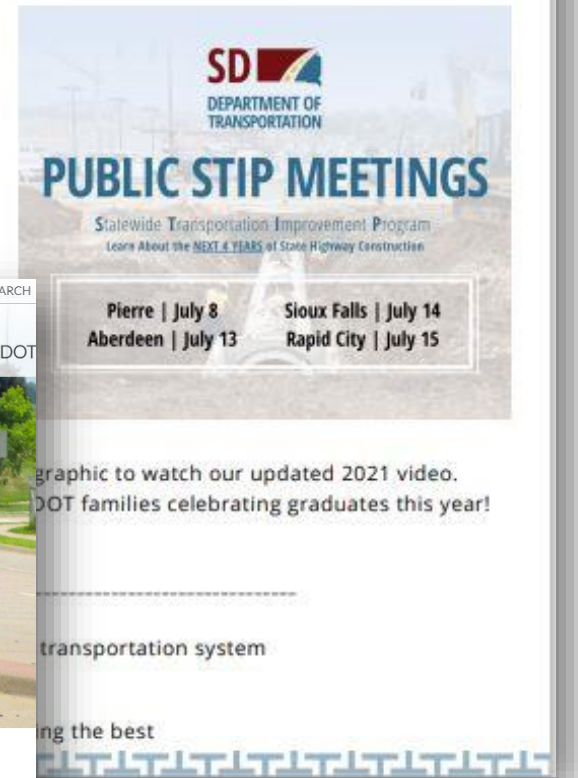
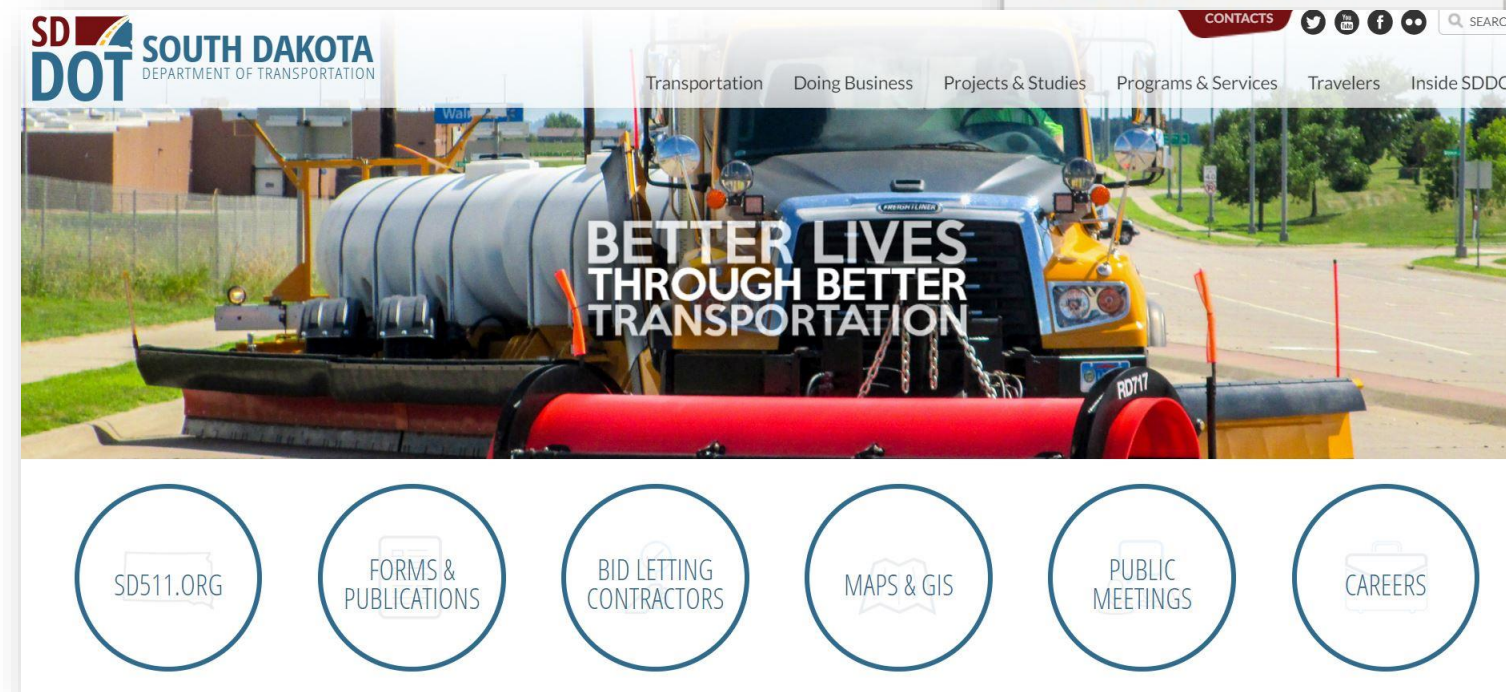
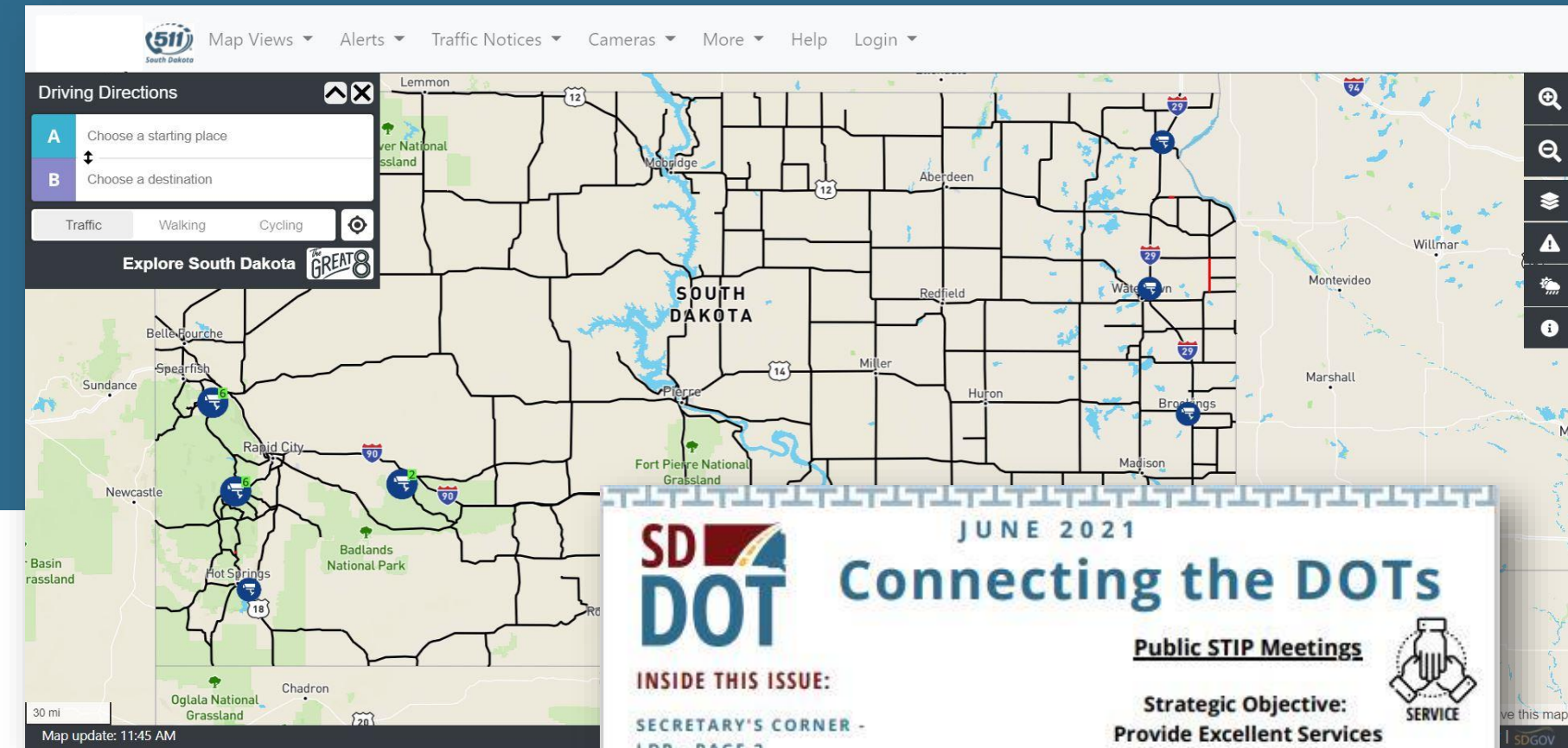
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Publish stories from all SDDOT offices		Use social hub software			Hold regular press conferences		
Use Google analytics dashboard					Apply for awards		
Create editorial calendar					Publish annual report stories		

Strategy 2 – Digital Communication

Tactics Accomplished

- Update 511 app and ClearPath511
- Update website based on analytics (on-going effort)
- Improve e-mail distribution
- Create e-mail newsletter



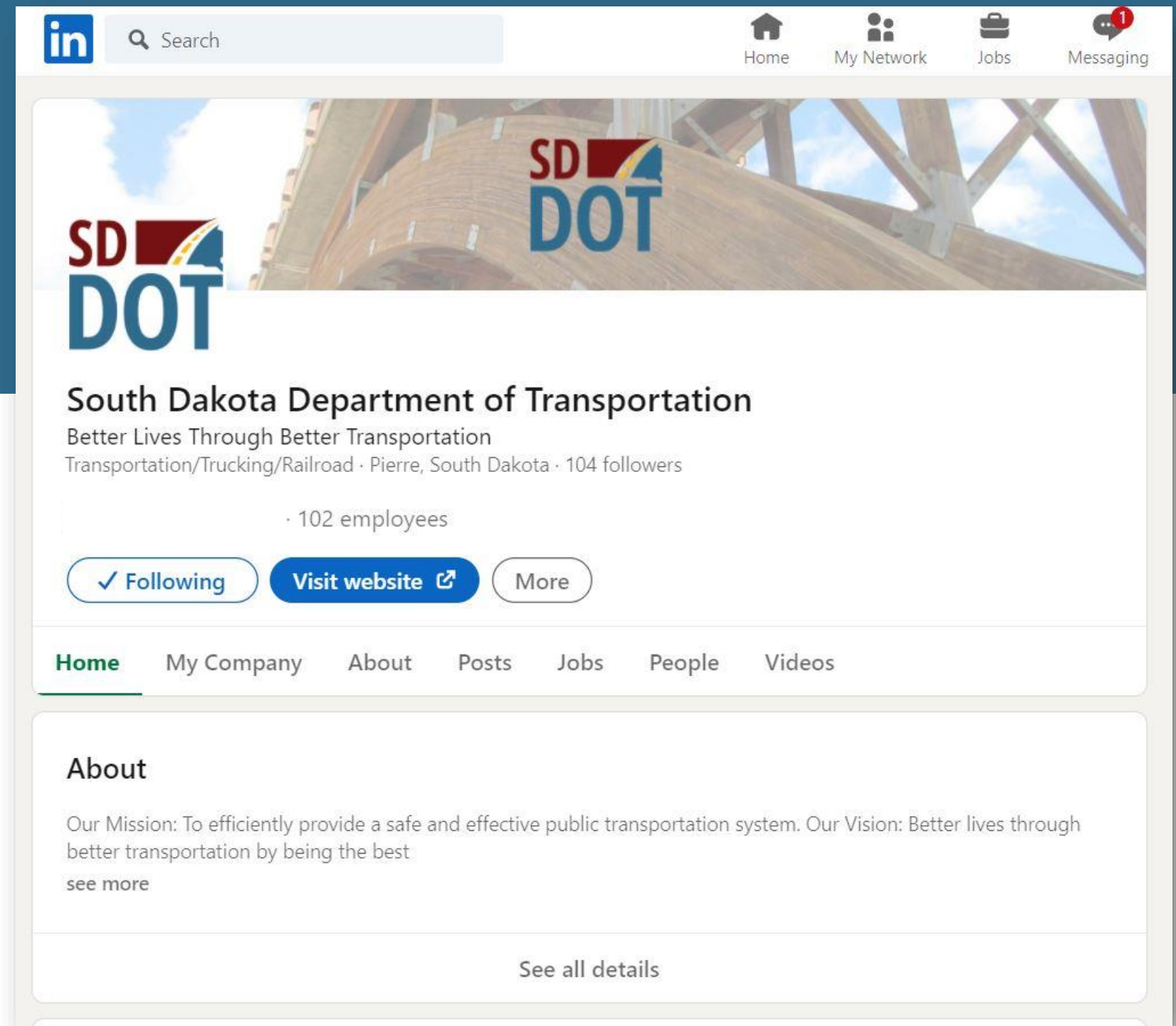
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Use Google analytics dashboard					Apply for awards		
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Strategy 3 – Social Connections

Tactics Accomplished

- Create LinkedIn page
- Use analytics reporting
- Use social hub software



Google Analytics



Hootsuite™



Strategies

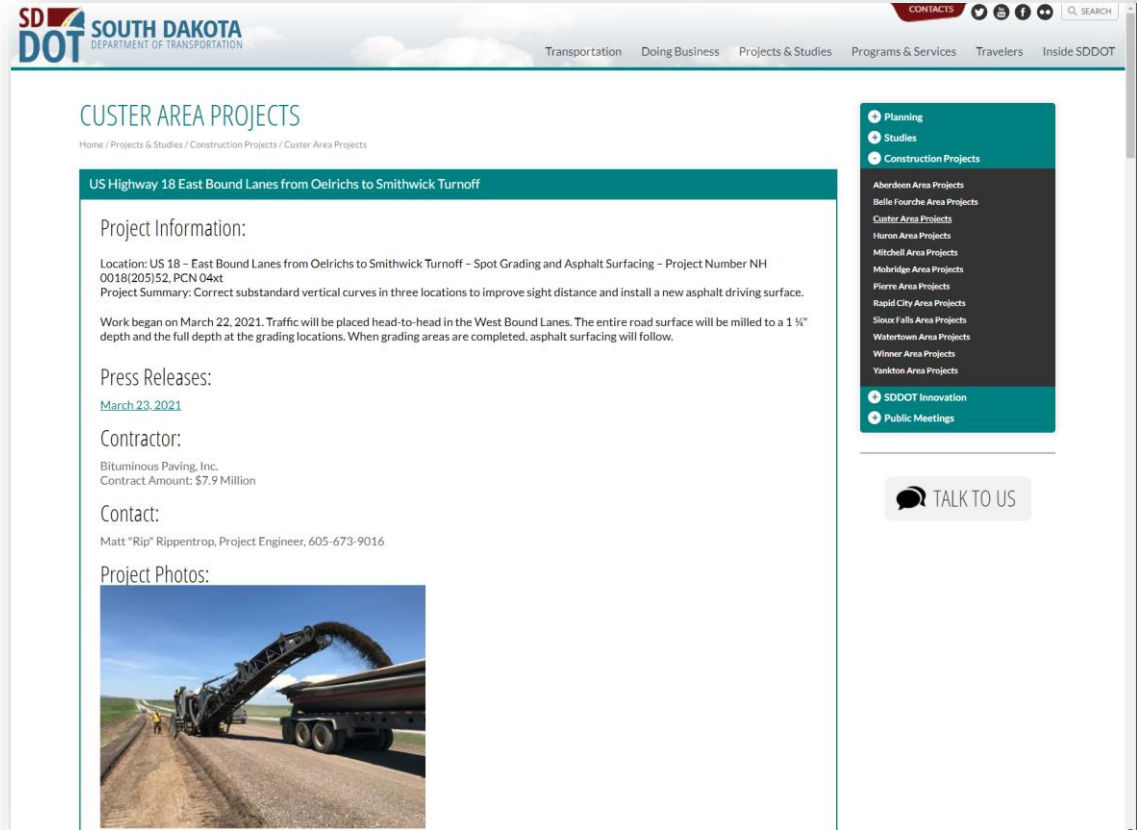
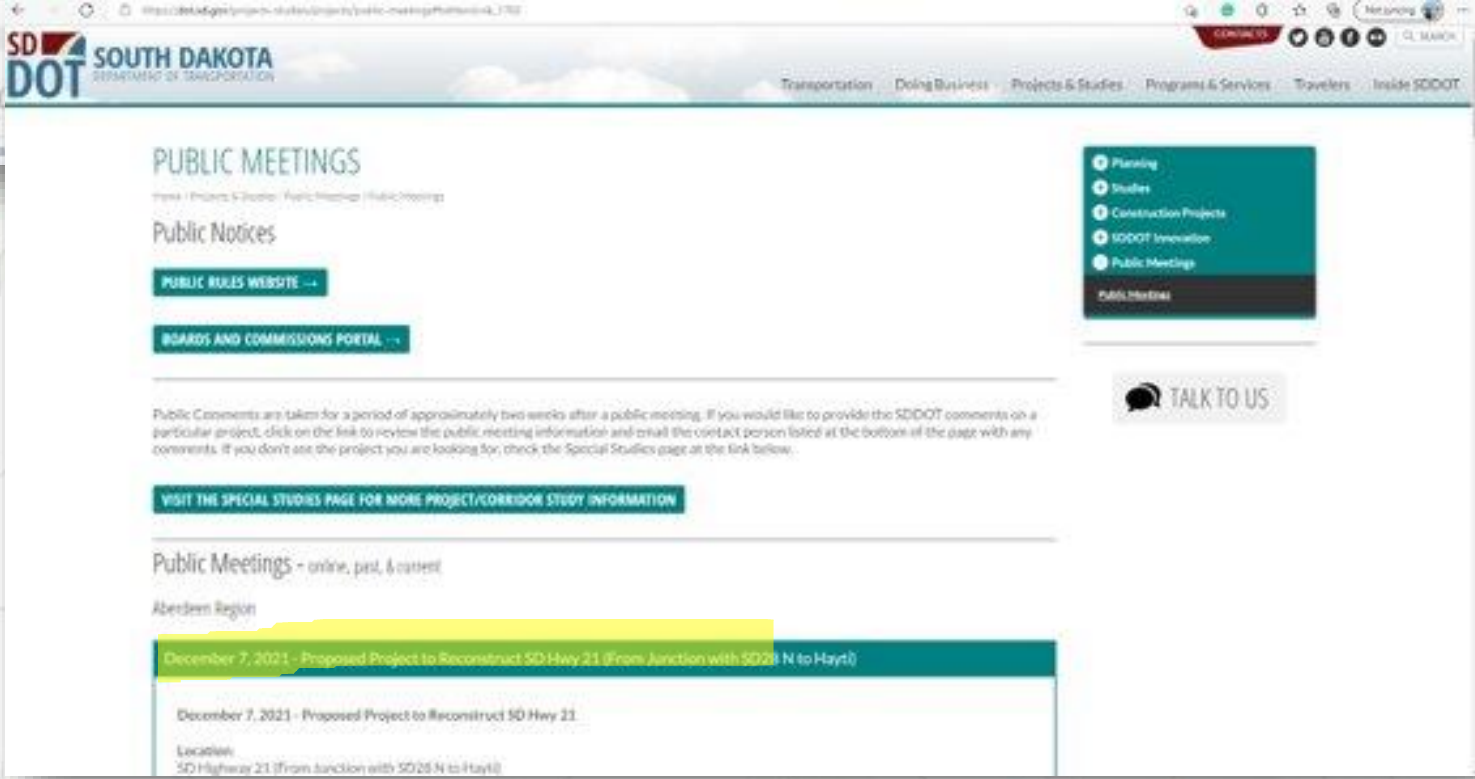
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Publish stories from all SDDOT offices		Use social hub software			Hold regular press conferences		
Use Google analytics dashboard					Apply for awards		
Create editorial calendar					Publish annual report stories		

Strategy 4 – Project Communication



Tactics Accomplished

- Public Speaking Training
- Provide project PowerPoint template



Strategies

Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5	Strategy 6	Strategy 7	Strategy 8
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Use Google analytics dashboard					Apply for awards		
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Strategy 5 - Involvement

May 5 - May 26, 2021 - SD Highway 25 From US 212 to the Clark/Day County Line

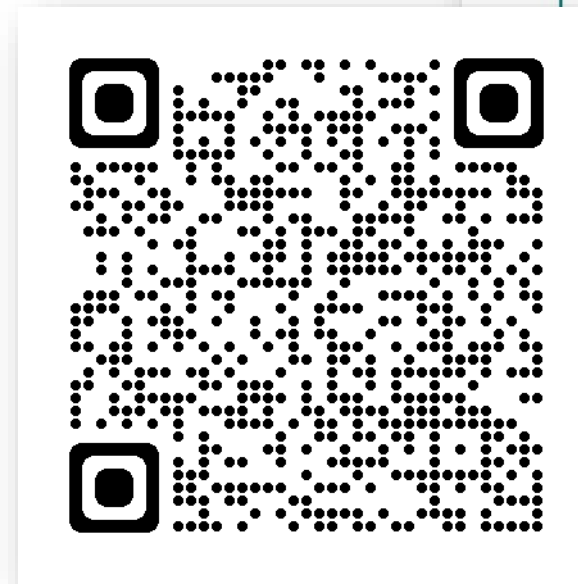
Project:
P 0025(81)158 PCN 04EW
P 0025(89)149 PCN 069D

Location:
SD Highway 25 From US 212 to the Clark/Day County Line

Improvement Type:
Grading & Interim Surfacing

Presentation and Documentation:
The South Dakota Department of Transportation (SDDOT) has a long history of public involvement in the development of transportation plans and projects. The 2005 passage of the Safe, Accountable, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) requires a public involvement process. Public meetings for the project scope and/or design will occasionally be scheduled to collect public input, provide information and answer questions.

- [Public Notice](#)
- [Flyer](#)
- [Video Presentation](#)
- [Handout](#)
- [Location Map](#)
- [Map of PCN 04EW](#)
- [Map of PCN 069D](#)



Tactics Accomplished

- Conduct Virtual Town Halls

Contact

Comments will be accepted for 3 weeks after the public meeting date.

I give permission to the SDDOT staff to email or call me to discuss comments provided below.

Name

Address/city/state/zip

Phone

Email

Comments

SUBMIT

Strategies

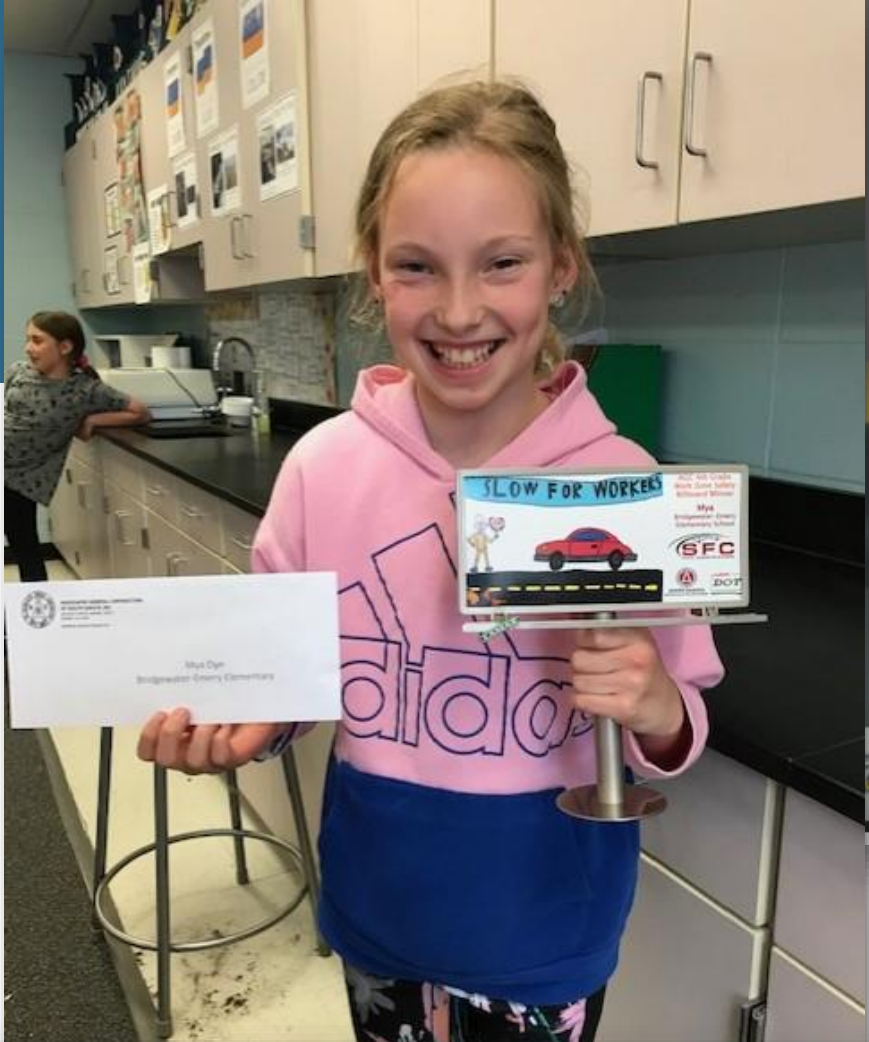
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Publish stories from all SDDOT offices		Use social hub software			Hold regular press conferences		
Use Google analytics dashboard					Apply for awards		
Create editorial calendar					Publish annual report stories		

Strategy 6 - Partnerships

South Dakota DOT snow plows receive new names after statewide contest

Tactics Accomplished

- Publish enterprise stories
- Regular media communication
- Promote annual / seasonal stories
- Pitch research-related stories
- Hold regular press conferences
- Apply for awards
- Publish annual report stories



NO
DRIVE
TOO
SHORT



"Before working for the SDDOT, I lived near Devils Tower in Wyoming and worked in Gillette, 70 miles away. For 6 years, I commuted an hour each way. I am glad to say that I never experienced a serious incident and arrived home safely each day. Following my job in Gillette, I accepted a position that was only seven miles from my home. One morning I was driving to work and as I rounded a corner, a large whitetail buck stood in the middle of the road directly in front of me. I pushed on the brakes, as I had countless times before in the same situation, but this time was different.

This section of road was covered in gravel; my car lost traction and skid toward the shoulder. My car flipped and rolled, only stopping due to a tree alongside the road. I was able to open the door and get out of the car, with only minor bruises and a sore neck. As you can see from the pictures, the ONLY section of the roof that wasn't affected was the small section above my seat. The rest was crushed down to the level of the seat backs. All those years of me commuting two hours a day, my mom worried about me. Never did she think the worst would happen just down the road from home, a road I had driven for years.

The message I want to share is...it has nothing to do with how far you are traveling, without my seatbelt and some help from above, I wouldn't be here today."

AMY KLEIN - GREBA
Training Specialist, SDDOT



Strategies

Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5	Strategy 6	Strategy 7	Strategy 8
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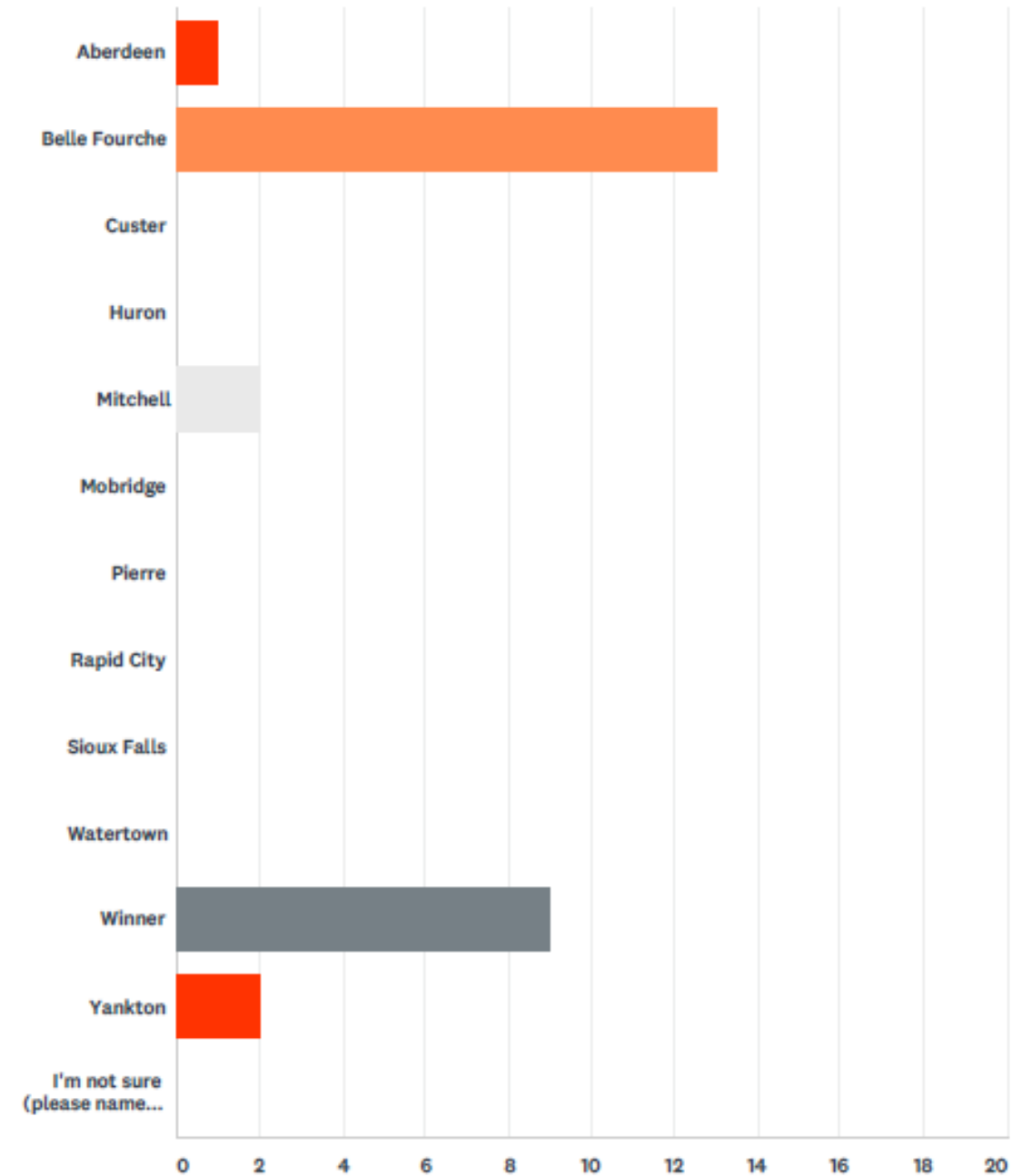
Strategy 7 - feedback

Tactics Accomplished

- The research office developed the 2022 customer satisfaction survey

Q1 In which SDDOT Area did this construction project happen? {Please select the Area named in the letter inviting you to participate in this survey}

Answered: 27 Skipped: 0



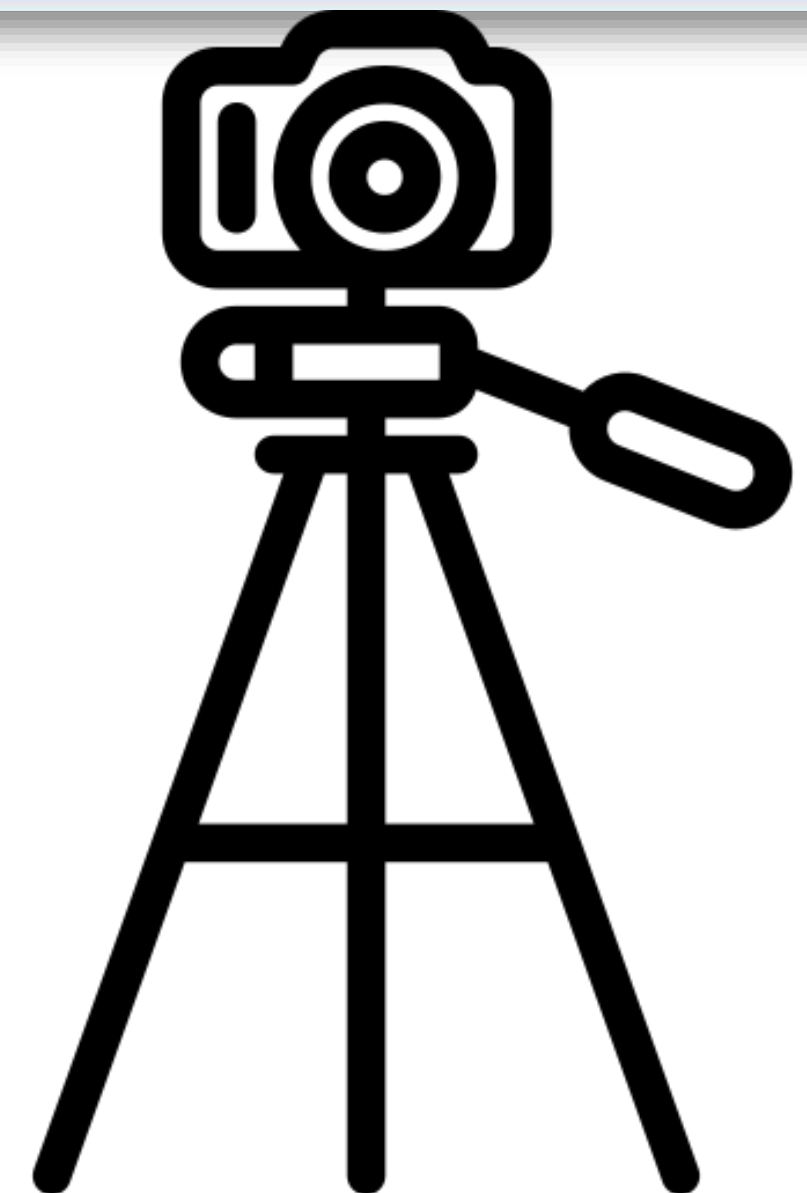
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Use Google analytics dashboard					Apply for awards		
Create editorial calendar					Publish annual report stories		

Strategy 8 – Capacity

Tactics Accomplished

- Hold a media training
- Purchase communication equipment
- Do skills training
- Acquire subscription services



South Dakota Department of Transportation was live.
 Published by Julie Stevenson · October 23 at 3:01 PM ·

2nd Annual SDDOT Snowplow Naming Contest
 Nov. 1- 30, 2021.
 Submit entries through a simple eform on the SDDOT website:
<https://dot.sd.gov/>
 ... See more



South Dakota Department of Transportation
 Published by Hootsuite · November 7 at 9:55 AM ·

Interested in becoming a Winter Seasonal Snowplow Operator for the SDDOT? Assisting with snow removal on our roadways helps support your local community and provides an invaluable service to your fellow South Dakotans.
 For more information on this rewarding opportunity, please visit:
<https://dot.sd.gov/inside/about-sddot/careers-at-the-sddot>

JOIN OUR TEAM!

Interested in becoming a Winter Seasonal Snowplow Operator for the SDDOT? Assisting with snow removal on our roadways helps support your local community and provides an invaluable service to your fellow South Dakotans.

- Seasonal Operators are guaranteed up to 40 hours per work week, for some locations.
- Reserve Operators assist with snow removal in winter weather events only.
- The SDDOT winter season lasts from October through March.
- Starting wage of \$14.00/hr.
- Class B, CDL Required.
- \$150 sign-on incentive w/CDL.
- \$200 end of season incentive.

For more information or to apply for a Winter Seasonal Snowplow Operator position, please visit: <https://dot.sd.gov/inside/about-sddot/careers-at-the-sddot>.

BETTER LIVES THROUGH BETTER TRANSPORTATION

South Dakota Department of Transportation
 November 1 at 11:26 AM ·

The 2nd Annual SDDOT Name the Snowplow Contest is officially open!!
 Submit your most creative snowplow names through Nov. 30 for the chance to name a SDDOT snowplow.
 Watch as our SDDOT Region Engineers introduce you to last year's winners and talk about the importance of safe winter driving practices.
 ... See more



A Year of Firsts!

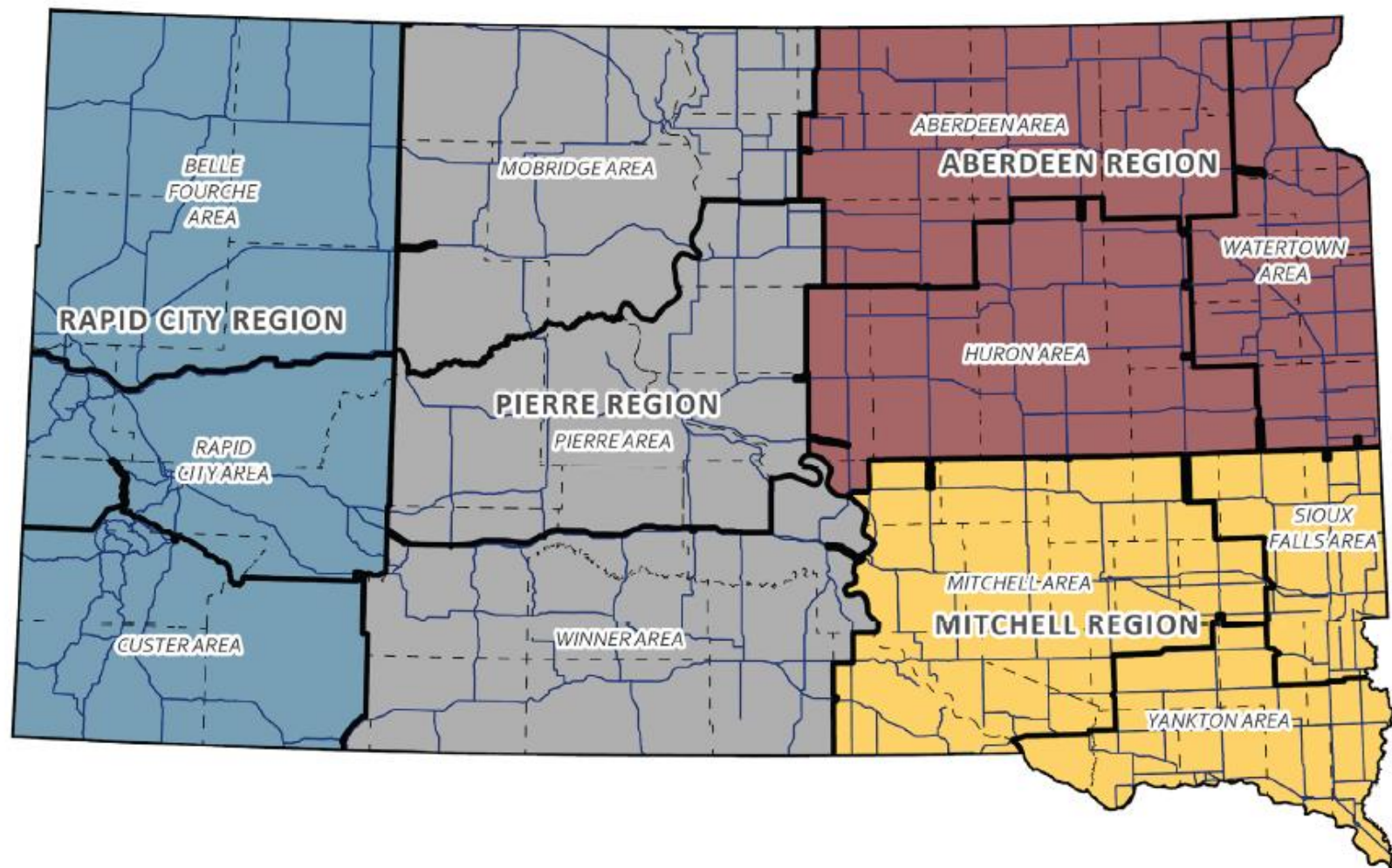
- Facebook Live
- Region Engineers Video
- Digital Efforts for Seasonal Hiring



Plan Benefits

The SEC Helps to Organize Key Messaging Themes

- Builds positive brand identity
- Two-way communication with public
- Allows for no second guessing among communication staff and leadership – A ROADMAP!!
- Energy is focused on most effective efforts



PLAN



MULTIPLE AUDIENCES, ONE SDDOT

How can an organization with so many audiences present a “united” brand image? It may seem counterintuitive, but defining separate audience segments actually helps maintain positive perceptions in the minds of audiences.

By customizing messages for particular audiences, they feel like SDDOT has taken notice of their needs and is trying to meet them.

If you lump all audiences together, no one connects with key messages and communication is ineffective.



South Dakota Department of Transportation

Two-Year Strategic Communication Plan

August 1, 2020

Prepared by




SUGGESTED COMMUNICATION PROCESSES

- Regular meetings with the Secretary and Deputy Secretary
- Arrange access to executive and program staff meetings
- Establish conference call with region, area, and operations engineers
- Press conferences
- Contact media & get feedback
- Schedule web/social media analytics check-in meetings with leadership
- Establish deadlines for editorial calendar planning

DO

Appendix B: Gantt Chart Timeline of Activities

This Microsoft Excel spreadsheet itemizes the strategies and tactics of this plan, prioritizes them, and puts them on a two-year timeline.

Strategies/Tactics	2021												2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Strategy 1: Formalize communication processes and tools																								
Establish business rhythm																								
Update logo																								
Develop brand guidance																								
Press release template	ARA																							
Buyer persona template	ARA																							
Comm. brief template	ARA																							
Develop campaign strategies																								
Publish stories from all SDDOT offices																								
Create Google Analytics dashboard	ARA																							
Update editorial calendar	ARA																							
Strategy 2: Improve digital communication																								
Update 511 app																								
Update ClearPath511																								
Update website based on analytics																								
Improve e-mail distribution																								
Create e-mail newsletter																								
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Strategy 3: Improve social media communication																								
Content creation training																								
Paid ads for audience growth																								
Post boosting																								
Create LinkedIn page																								
Create/analyze analytics report																								
Social hub software																								
Strategy 4: Improve project communication																								
Create project communication checklist template																								
Public speaking training																								
Project-specific comm. checklist																								
Require project microsites																								
Target social media posts																								
Create PPT template for presentations																								
Strategy 5: Improve public meeting participation																								
Conduct virtual town halls																								
Facebook events with targeted ads																								
Promote recorded public meetings after-the-fact																								
Create guidance for virtual public involvement																								
Strategy 6: Enhance and leverage media partnerships																								
Publish enterprise stories																								
Publish stories from annual report/fact																								
Media conference call																								
Ride alongs/Day-in-the-life story opportunities																								
Promote annual/seasonal stories																								
Pitch research-related stories																								
Hold regular press conferences																								
Apply for awards/create stories of winners																								
Strategy 7: Elicit public feedback																								
Create feedback email address																								
Use Google form survey																								
Conduct bi-yearly Customer Satisfaction Survey																								
Conduct public meeting surveys																								
Strategy 8: Build SDDOT communication capacity																								
Make comm staffing matrix																								
Hold media training																								
Purchase communication equipment																								
Acquire subscription services (stock images, etc)																								
Acquire Lynda.com (LinkedIn Learning)																								

2021 Internal to External Communications Calendar / Project Schedule

SD DOT	Week Starting	Topics for Internal Audience	Internal Format	Topics for External Audience	External Format	Communications Team Member on Project	Additional Team Members on the Project (Need Info)	Progress / Status	SEC Strategy Met	Strategic Plan Objective Met
J U L Y	7/5/2021	WASHTO Winner/INFRA Grant	Information Interchange/Newsletter	Press Release						
	7/5/2021	Media Training Program	Presentation	None	None	All		In Progress	1: Formalize communication processes and tools	3: Continually Improve
	7/12/2021			Kelo Story - Valley Springs	KELO Original - TV	Julie - working with Dave Huft and Capt. Broers on interview schedule				
	7/12/2021	STIP Promotion	None	Public Meeting Participation	Social Media	All		Scheduled	3: Improve social media communication	1: Provide Excellent Services
	7/5/2021	Intranet additions - lobby TV and Inf. Int.	Information Interchange/Newsletter							
	7/12/2021	Strategic Plan - process to date/roll out								
	7/12/2021	STIP Promotion	None	Public Meeting Participation	Social Media	All		Scheduled	3: Improve social media communication	1: Provide Excellent Services
	7/19/2021	Larry Weiss - long-time empl. Recognition	None	Social Media	Social Media	Bret		Scheduled	3: Improve social media communication	2: Value All Team Members
	7/26/2021	Larry Weiss - long-time empl. Recognition	Newsletter	Social Media						
	7/19/2021	STIP Summary and BOA spacing study	Information Interchange							
Continuous	Safety Awareness - Counting on You			Safety in all we do	social media	Bret/Julie	Content from Doug, Mike, Amy and Kellie	In process - proof out to team members	5: Improve public meeting participation	
Continuous	Drive the 605 Campaign									

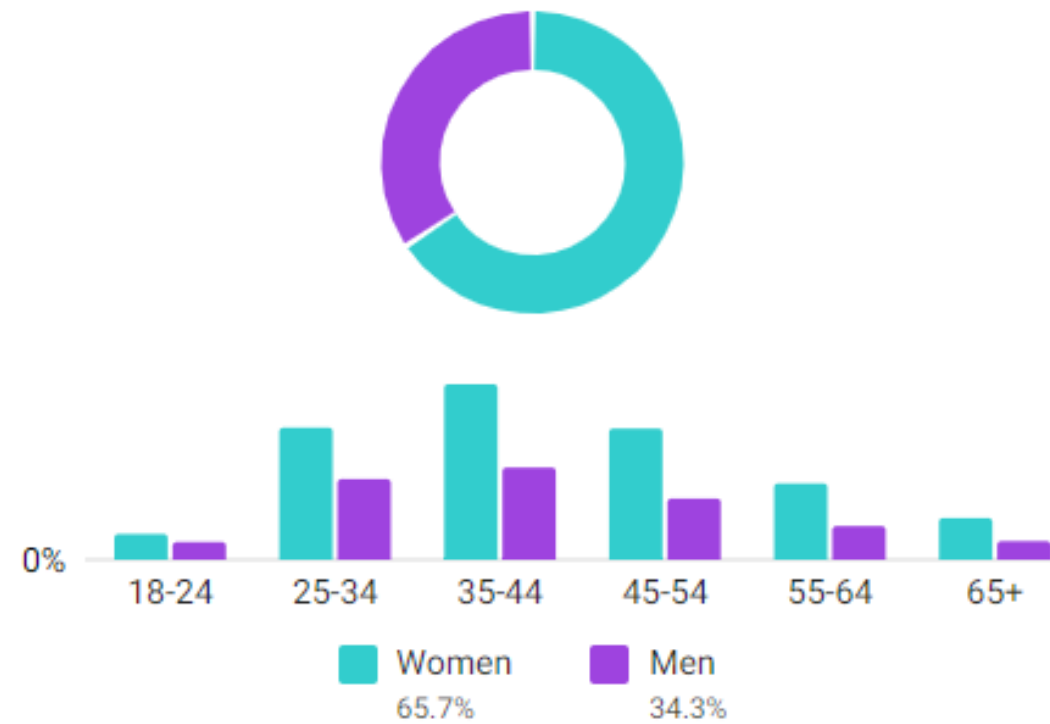


CHECK

Facebook Page followers ⓘ

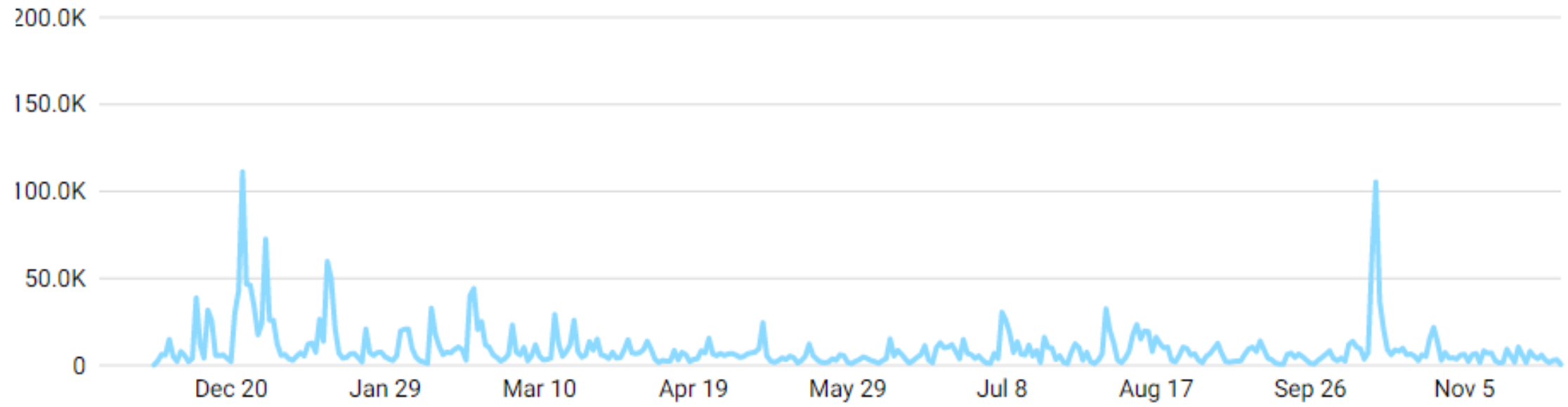
28.3K

Age & Gender ⓘ

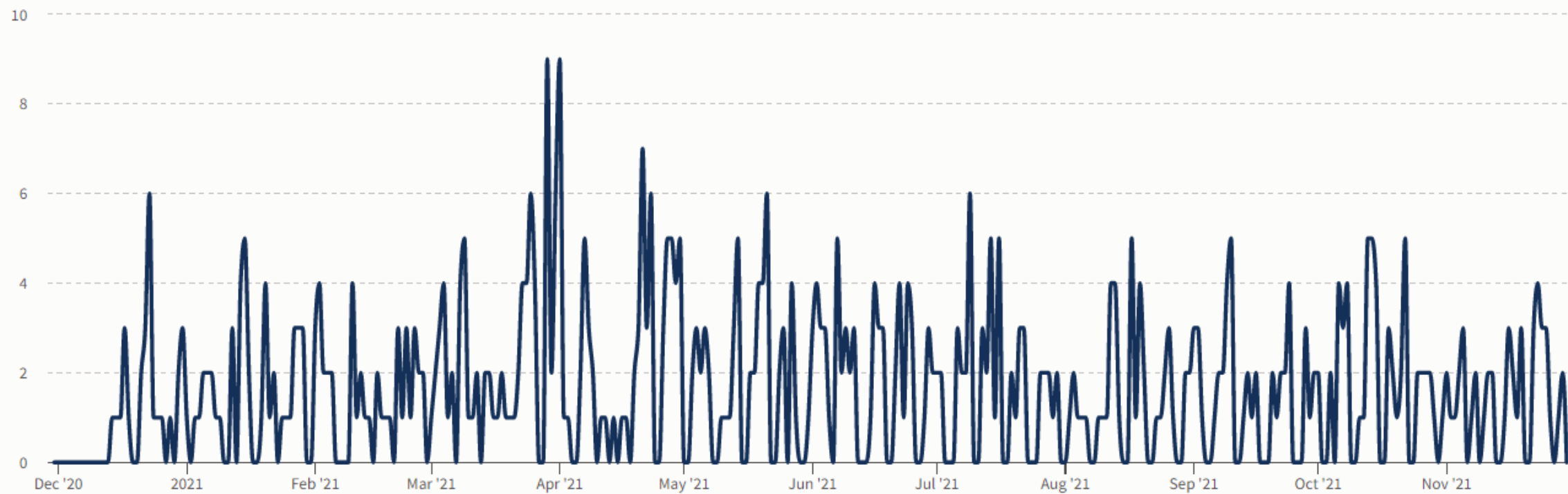


Facebook Page Reach ⓘ

1,132,974 ↑ 68.8%

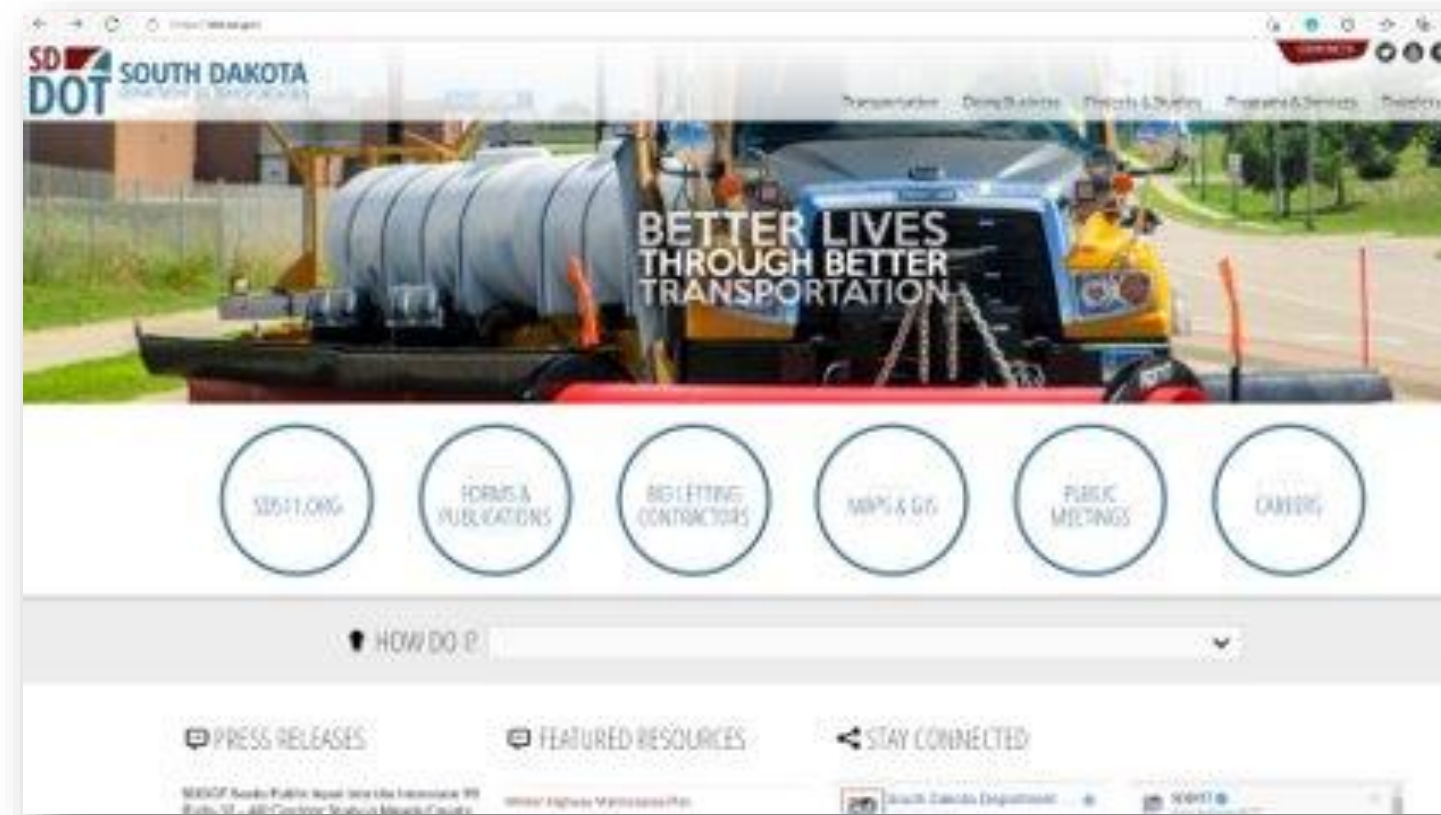


Posts ⓘ

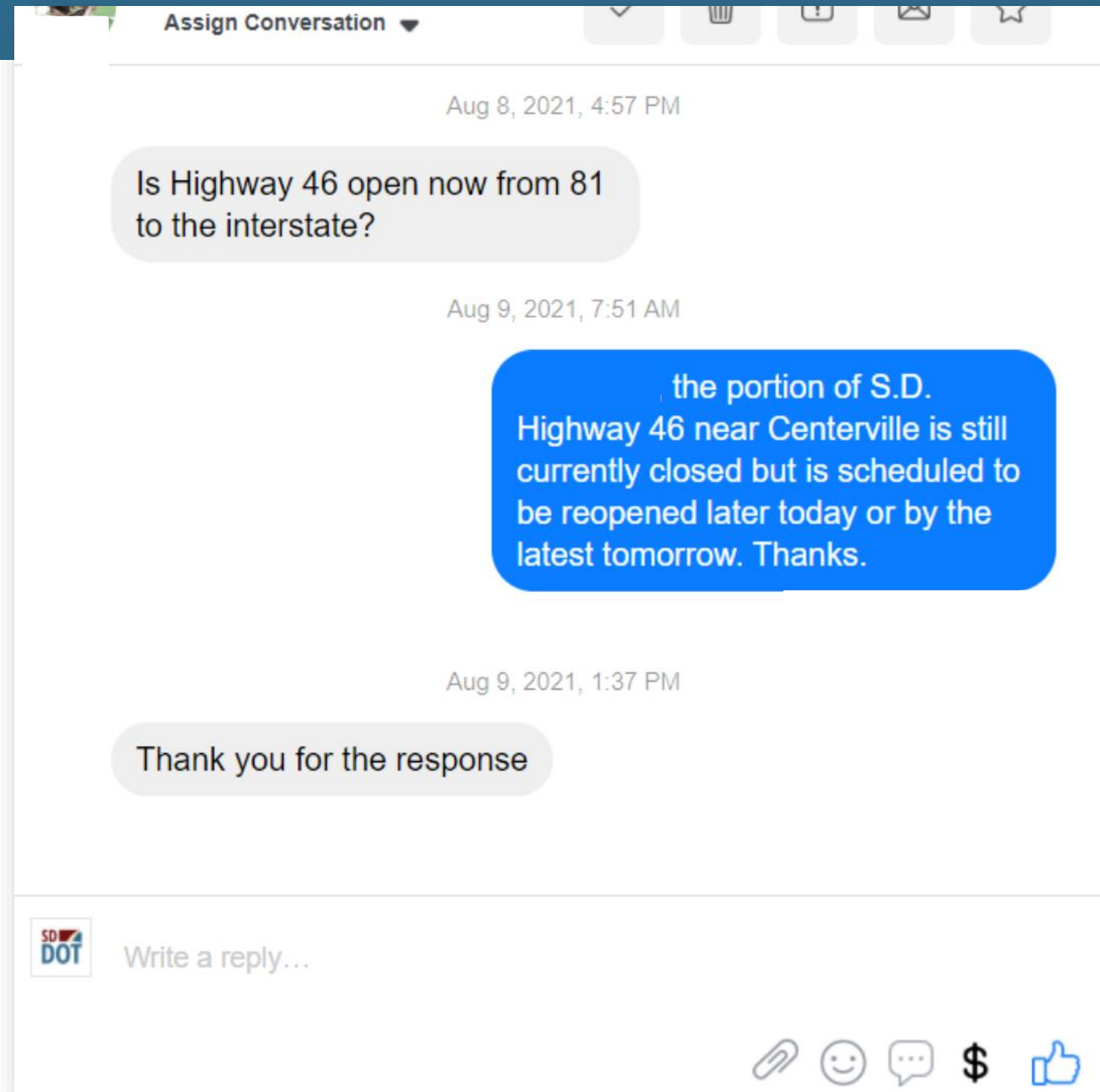


CHECK

- **DOT.SD.GOV Analytics**
 - 22% Increase in traffic to the website in November (YOY).
 - 13% Increase in organic searches (Google, Bing, etc.)
 - 673% Increase to website through social media
- **User Device Preference**
 - 62% visited on mobile
 - 34% visited on desktop
 - 4% visited on tablet



ACT



Strategic External Communication Plan

South Dakota Department of Transportation

2022-2023

Prepared by





**Continuous
Improvement on our
Journey to Excellence**

- Plan**
- Do**
- Check**
- Act**

Better Lives Through Better Transportation!

THANK YOU

