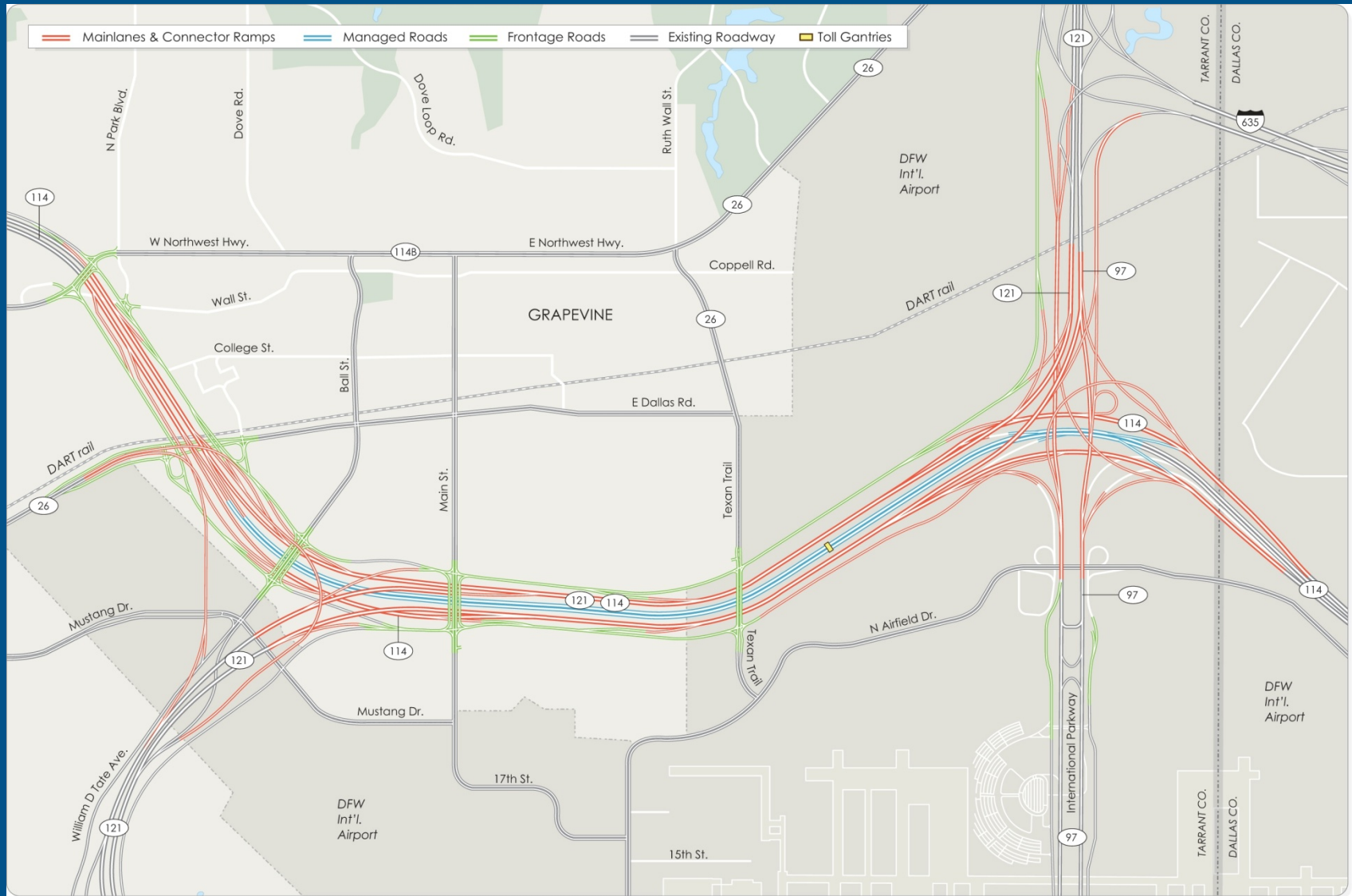




DFW Connector Project: Mobile App and Social Media

Kristen Schropp
NorthGate Constructors
Public Information Coordinator







Who is our audience?



Who is our audience?

- ▶ Stakeholders including:
 - ▶ Dallas Fort-Worth International Airport
 - ▶ Baylor Hospital in Grapevine
 - ▶ Cities of Grapevine, Southlake and Irving
 - ▶ Local businesses
- ▶ 175,000 motorists that travel through the project every day



How are we reaching them?



How are we reaching them?

- ▶ Traditional methods
 - ▶ Information Storefront:
Less than five visitors
 - ▶ Information Hotline:
Average of 114 monthly calls (95 day, 14 night)

How are we reaching them?

- ▶ Electronic correspondence is key!
 - ▶ www.DFWConnector.com:
Average of 24,000 monthly visitors
 - ▶ [E-mail alerts](#):
7,000 recipients; 20-25% open each alert
 - ▶ [SMS text messages \(emergency use only\)](#):
500 recipients



Mobile Application (App)



Mobile Application (App)

- ▶ DFW Connector mobile app functions:
 - ▶ Lane closure information
 - ▶ Live Google map of traffic conditions
 - ▶ Links to DFW Connector website, Twitter, Facebook and TxDOT Road Conditions
 - ▶ Project photos
- ▶ No driving disclaimer

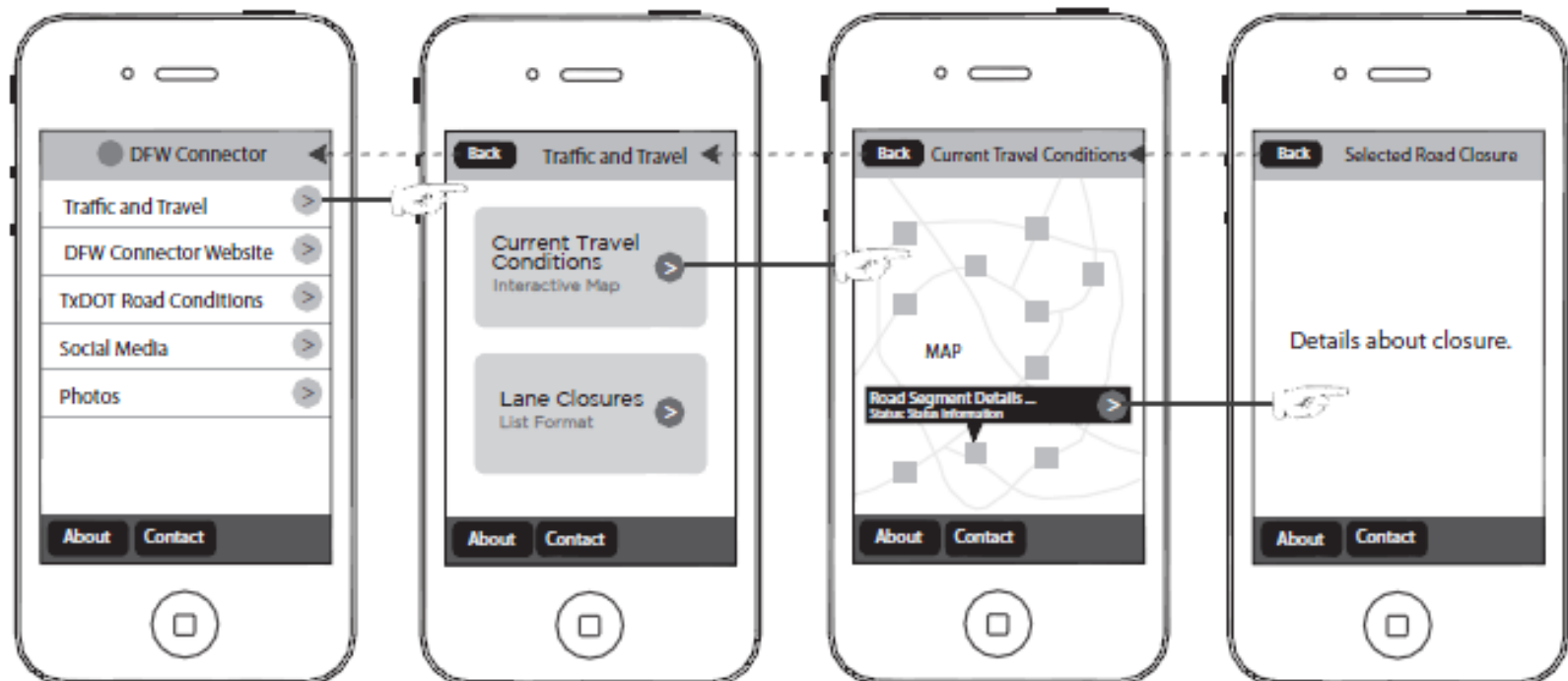
Mobile Application (App)

- ▶ 10-week mobile app process:
 - ▶ Researched other apps for ideas
 - ▶ Chose company to develop app (KGB Texas)
 - ▶ Wireframe creation and NorthGate revision
 - ▶ Programming and NorthGate revision
 - ▶ Test app review and approval
 - ▶ iPhone and Android approval

DFW Connector Mobile Application

Version: 1.0 Date: 07/05/2011

Traffic and Travel



Current Travel Conditions

1. Shows a google map with all of the lane closures as points on the map.
2. When a user clicks a point a small annotation is displayed with basic information about the closure.
3. When a user clicks the annotation arrow they are taken to full details about the lane closure.

Mobile Application (App)

- ▶ iPhone app launched September 5, 2011
- ▶ Android app launched September 30, 2011
- ▶ Ways to download:
 - ▶ DFW Connector home page
 - ▶ Phone's app store
- ▶ Monitor number of downloads on a monthly basis
- ▶ Final cost for creating the app: \$15,000

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connecting
people



Social Media



Social Media: Twitter

- ▶ Tweeting since: May 2010
- ▶ Followers: 664
- ▶ Frequency: Daily (one to two tweets)
- ▶ Tweets focus on:
 - ▶ Work zone safety
 - ▶ Major closures or impacts, especially regarding weekend work
 - ▶ Upcoming project events
 - ▶ Responses to concerns or questions

[Home](#)[Profile](#)[Messages](#)[Who To Follow](#)[DFWConnector](#) ▾

DFWConnector

@DFWConnector Northeast Tarrant County

Owned by the Texas Department of Transportation, the DFW Connector project will reconstruct 8.4 miles of state highways 114 and 121 north of the DFW Airport.

<http://www.DFWConnector.com>

[Edit your profile →](#)[Tweets](#)[Favorites](#)[Following](#)[Followers](#)[Lists ▾](#)

DFWConnector DFWConnector

This weekend we'll open two new pieces of work north of @dfwairport . If you're traveling, check our closures first: bit.ly/9KnXbP

34 minutes ago



DFWConnector DFWConnector

William D. Tate Bridge demo will start TOMORROW NIGHT (Thurs), not tonight. Please help us spread the word!

22 hours ago



About @DFWConnector

349

Tweets

75

Following

664

Followers

24

Listed

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gdictson Gordon Dickson

Honk if you think traffic is fun! I cover the transport...



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The OFFICIAL everything-BUT-news-weather-&spo...



GrapevineBlog Grapevine Blog

A blog about events, businesses and happenings in G...

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[Resources](#) © 2011 Twitter

Social Media: Facebook

- ▶ Facebook fan page since: June 2011
- ▶ Followers: 139
- ▶ Frequency: Daily (one to two posts)
- ▶ Posts focus on:
 - ▶ Work zone safety
 - ▶ Major closures or impacts, especially regarding weekend work
 - ▶ Upcoming project events
 - ▶ Responses to concerns or questions



DFW Connector

Engineering/Construction · Irving, Texas · [Edit Info](#)

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Admins (2) [?]

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[Invite Friends](#)

You and DFW Connector

[Texas Department of Transportation](#)

Recommendations (2)

[See All](#)

[Amit Siddhartha](#) For all the Metroplex folks!

[Kelly Cates](#) Thanks for the daily updates. Keep up the good work and timeline.

[1](#)

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ultrasound-tech-schools.us

Wall

Hidden Posts

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About

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NorthGate Constructors is working to develop, design and reconstruct over \$...

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21

[talking about this](#)

1

[was here](#)

Wall

DFW Connector · Everyone (Most Recent) ▾

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DFW Connector

This weekend we're opening southbound International Parkway over SH 114 and the eastbound SH 114 to southbound International Parkway ramp into DFW Airport. Leave extra time if you're heading to the airport because there will be closures!

[Like](#) · [Comment](#) · [Share](#) · 37 minutes ago · [🌐](#)



DFW Connector

Please note that William D. Tate Bridge demolition will start tomorrow night (Thursday), not tonight. It will also take place this weekend from 8 PM on Friday to 6 AM on Monday. Check our lane closures page for more information: www.dfwconnector.com/lane closures.php

DFW Connector Highway Construction Project by Northgate Constructors

www.dfwconnector.com

DFW Connector Highway Construction Project by NorthGate Constructors, Kiewit, and Zachry team is working with the Texas Department of Transportation (TxDOT) to improve the DFW Connector infrastructure.

156 Impressions · 0% Feedback

[Like](#) · [Comment](#) · [Share](#) · 22 hours ago · [🌐](#)

Social Media: Benefits

- ▶ Build relationships with stakeholders and motorists who drive through the project
- ▶ Protect reputation of project, contractor and owner
- ▶ Spread important information immediately

Social Media: Best Practices

▶ Twitter

- ▶ Respond to everyone, no matter how rude.
- ▶ Mention others (e.g. DFW Airport) to gain interest and additional followers.
- ▶ Include links to support tweets.

▶ Facebook

- ▶ “Like” businesses in the community to show support.
- ▶ Tell people other ways to get project information (e.g. website, information hotline etc.).

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Questions?

