

Mirror, Mirror...Wait!

Is that really what we look like?

Emily Kizer, communications manager



Celebrating
100 years
serving the people of
Washtenaw County

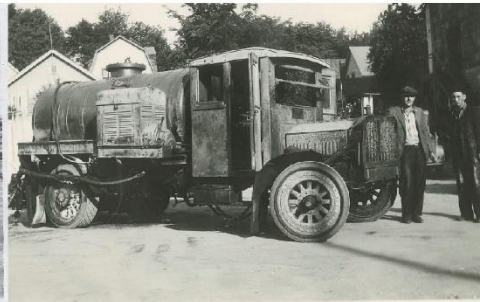


Questions to Answer

- What is *image*?
- How do we measure up?
- Why does this matter?
- What can we do to improve?

Introduction

- Emily Kizer
 - Washtenaw County Road Commission
 - Communications manager
 - Started October 2017
 - Member of the CRA – PR Committee



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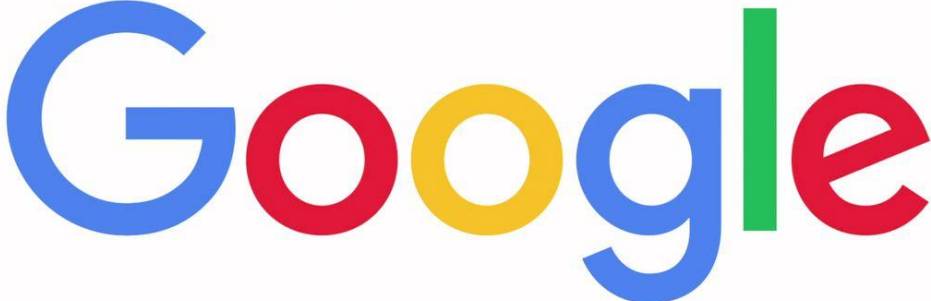
WHAT IS *IMAGE*?

Image?

“You know you are the best
when people you don’t even
know hate you.” ~Paris Hilton

Image Defined

- How the *public* “sees” your organization
- AKA: Brand, reputation

The Google logo is centered on a white background. It features the word "Google" in its signature multi-colored font: a blue 'G', two red 'o's, a yellow 'o', a blue 'g', a green 'l', and a red 'e'. Above the logo, there is a thick orange horizontal bar, and the top of the image is a dark gray header.

Google

The image features the iconic Coca-Cola logo, rendered in its signature red script font. The logo is centered horizontally and positioned in the lower half of the frame. Above the logo, there is a solid dark gray horizontal bar at the very top, and a thin, vibrant orange horizontal line just below it. The background of the entire image is a clean, bright white.

Coca-Cola®



Volkswagen



THE OHIO STATE
UNIVERSITY



UNIVERSITY OF
MICHIGAN



MICHIGAN STATE

U N I V E R S I T Y





What Makes up Your Image?

- History
- Core functions
- Financial management
- Customer service
- Treatment of employees
- Politics

What Makes up Your Image?

- It's all the little things...



Who is our Public?

- Traveling public
- Taxpayers
- Elected officials
- Government agencies
- Businesses
- Employees



How do we measure up?



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PULL OUT THAT MIRROR

So, what do you see?



Is That What the *Public* Wants?



Measuring Image

- Antidotal feedback
- Surveys
- Township \$ contributions
- Millage success
- State road funding



Why does this matter?



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WHY NOW?

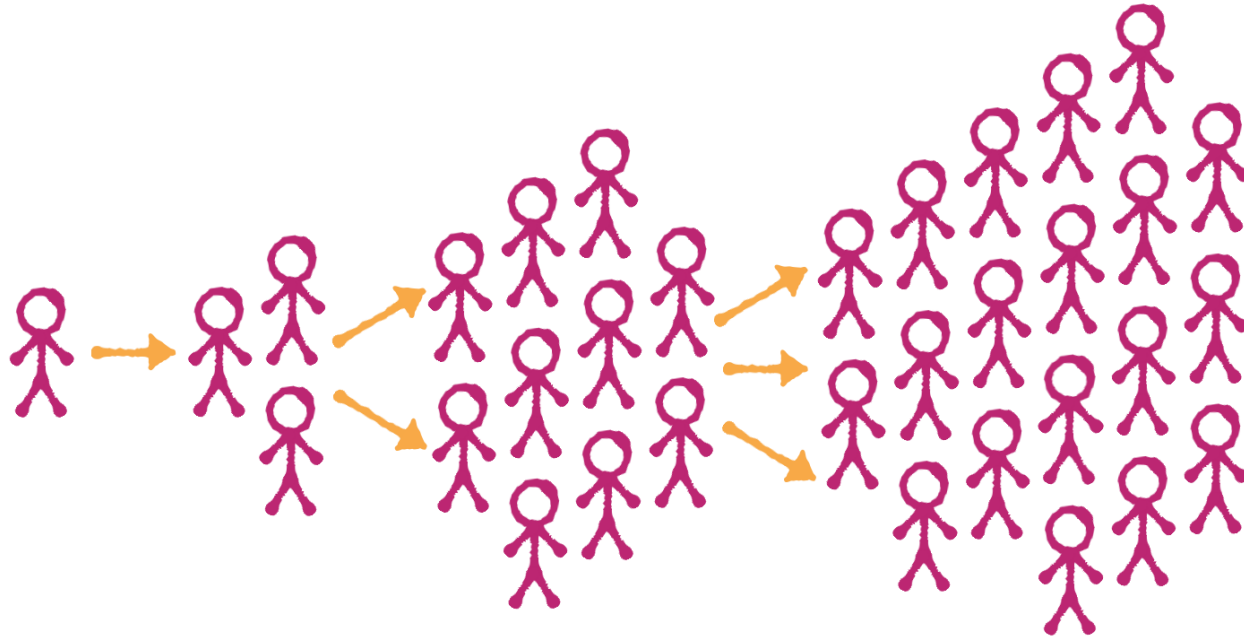
Politics

- People are angry and looking for targets



Shrinking Talent Pool

- More competition for employees
- Word-of-mouth recruiting matters



Funding

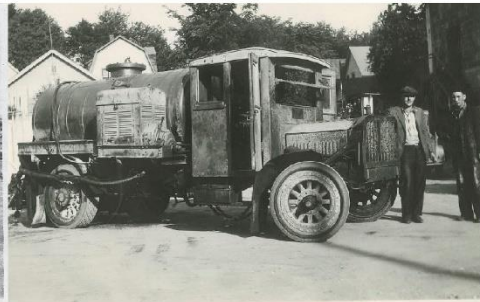
- Local road millages
- Additional state funding?



Easier now

- A little preventative maintenance goes a long way...
- Build up your goodwill bank now





What can we do to improve?



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MAKING CHANGES

Tactics

- SWOT Analysis

SWOT Worksheet for County Road Commissions



Strengths (Internal)

What is your county road commission good at?

--

What differentiates you from other governmental organizations?

--

Weaknesses (Internal)

What areas has the county road commission not committed time to yet?

--

Where did you fall short last year?

--

On the Surface

- Logo
- Letterhead
- Public meetings
- Name tags
- Job titles





2018 Road & Bridge Improvement Projects



CONST
A

CONSTRUCTION PR
Carpenter Road (M17



Driving Roundabouts

"Look Left and Yield"

Driving Tips for Modern Roundabouts



Traffic Signal Map

- 40 Miles Per Hour
- 35 Miles Per Hour
- 30 Miles Per Hour
- 25 Miles Per Hour

INSTRUCTIONS TO APPLY FOR UTILITY

1. Fill

applicant/property of
provided prior to per
have obtained the app

2. Detailed construction
itemized estimate of



TRUCK OPERATOR'S
WASHTENAW COUN
MICHIGAN



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WELCOME VISITORS

PLEASE CHECK IN AT THE
PERMITS DESK

Washtenaw County Road Commission

Promote openness and
transparency in decision-
making

Provide ample opportunities
for participation by the
public and local government

Be conscientious stewards
of the public's money

Value diversity

Be sensitive to the
environment

Value all employees

Provide leadership in
transportation planning and
road system improvements



8 January 2014

Deeper Dive

- Customer Service
 - Phones
 - Emails
 - Social media
 - Website
 - Office hours

Deeper Dive

- Employee Relations
 - New hire orientation
 - Benefits
 - Work rules

Deeper Dive

- Community relations
 - Annual meetings with townships
 - Orientation for new elected officials
 - Bus tour

Communication Philosophies

1. Under promise, over deliver
2. If we know we will be there, let's tell the public
3. We often can't say yes, but we can explain why

Challenges to Improving

- Historical baggage



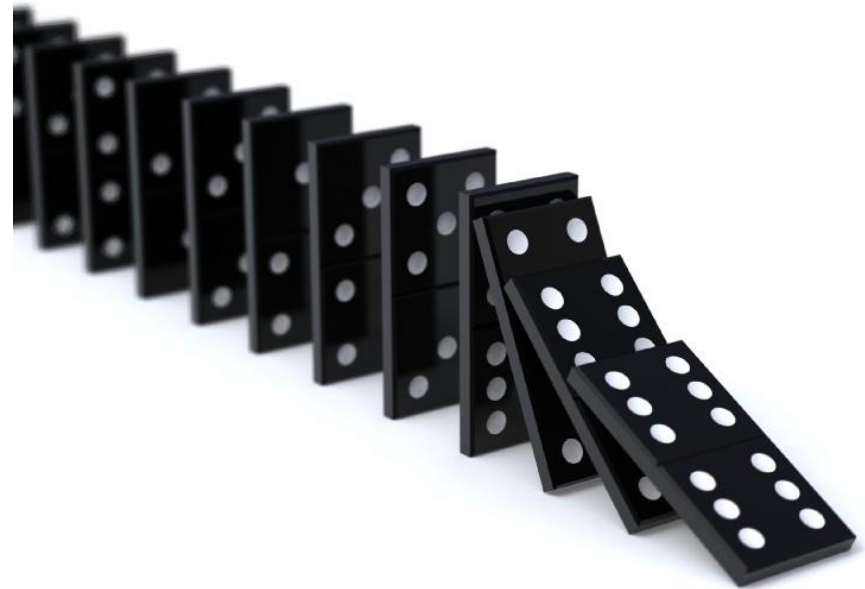
Challenges to Improving

- Funding doesn't match expectations



Challenges to Improving

- Domino effect



Summary

- What is *image*?
- How do we measure up?
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Questions?

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