

# Building trust to deliver projects

## Reduce risks with communication

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June 10, 2019

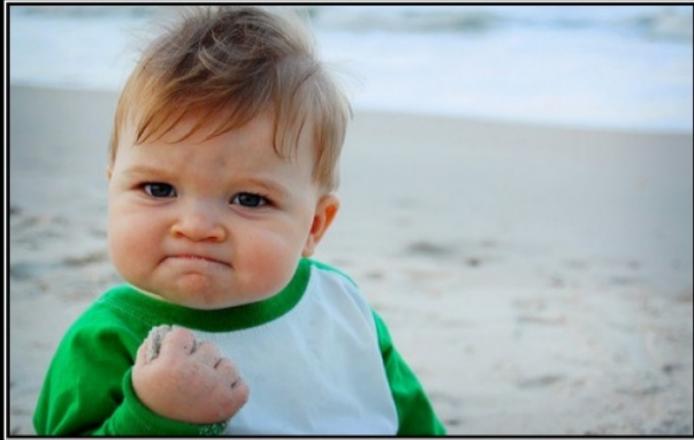
A photograph of a construction site under a clear blue sky. In the foreground, a worker in a white hard hat and orange safety vest stands on a concrete slab. To the left, a large yellow excavator is positioned in a deep trench. In the center, another yellow excavator is visible. To the right, a red excavator is working on a concrete structure. The site is cordoned off with yellow caution tape and orange traffic cones. In the background, there are green trees and a road with a red roof structure.

# Successful project delivery

- Manage expectations
- Communicate change
- Show results



# Goal setting



S U C C E S S

- What are you trying to achieve?
- Identify the needs
- What does success look like?



# Practical Solutions approach

- **Right tool for the right job**
- **Measurable results**
- **Build advocates, not adversaries**





# Stakeholder identification

- Who is directly impacted?
- Who has influence?
- Who is willing to get involved?



# Elected leaders & technical experts





# Project purpose / Communication need

- What are you trying to solve?
  - (Outcomes vs. solutions)
- What are the measures of success?
  - Better safety?
  - Better throughput?
  - Better connectivity?



Incorporate public input  
Earlier on, rather than later when changes are more costly

# Social media is great

f Facebook example

WSDOT  
Published by Ally Barrera · June 2 at 1:38 PM ·

This is what's underneath all that concrete on northbound I-5 in Seattle. Our #ReviveI5 crews spent the morning chipping down to this subgrade and will now pave new concrete over it. Here's a refresher on why we needed to close down all lanes of the interstate this weekend: <http://bit.ly/2GMLVzw>



Posts 7

People reached 273,680

Shares 1,150

Reactions 714

Total comments 297

COMMENT TONE

Mostly neutral questions. Lots of positive responses

\*\*When reviewing Facebook analytics we are looking at the number of people reached and the shares. Our paid posts increased the number of people reached, which in turn helped us increase the amount of people who shared our information with others.

But...  
it's not  
everything  
Find the right  
tool(s) for the  
right audience

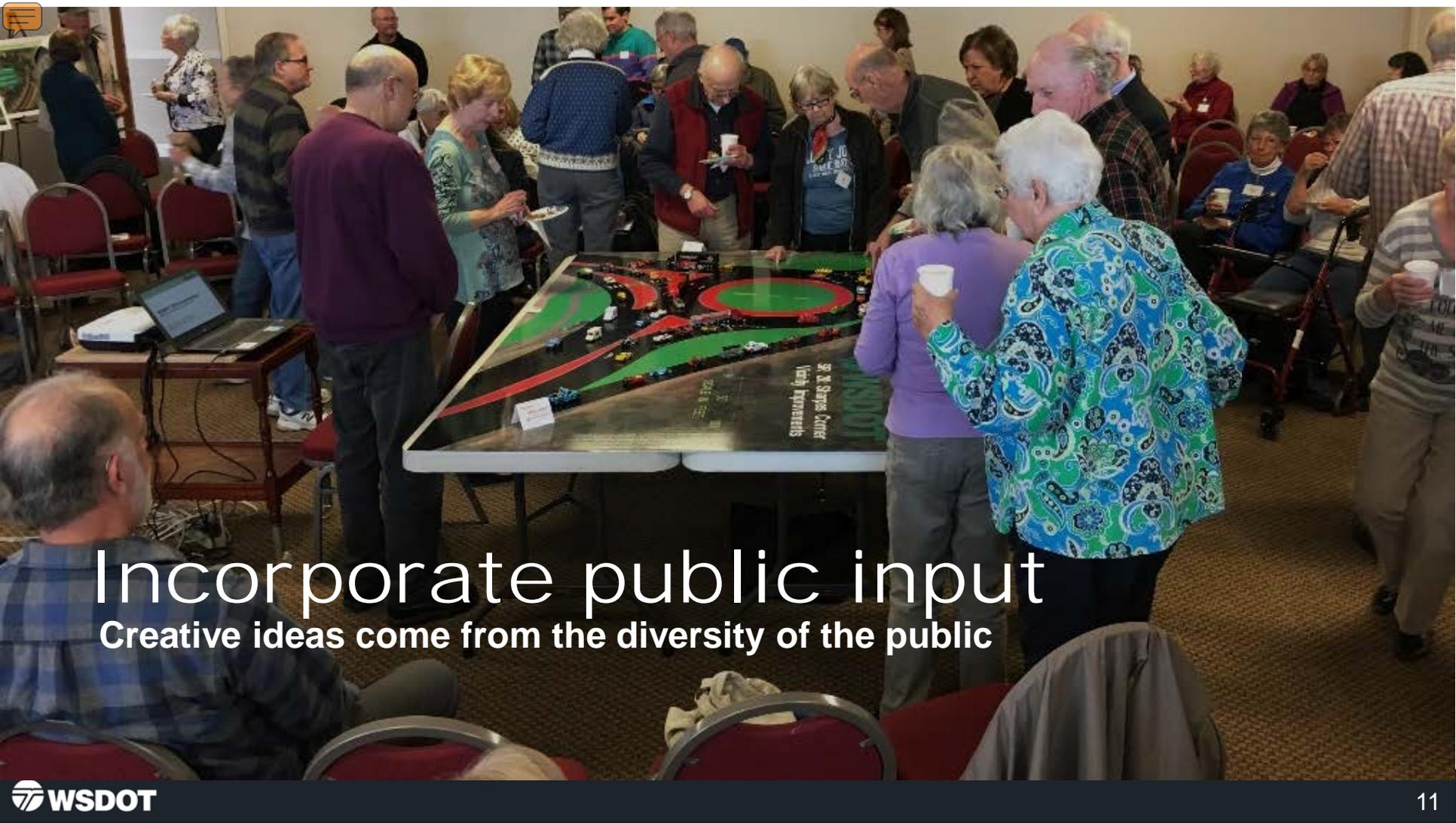
# Media as a partner



**Q13 FOX** NEWS THIS MORNING LINKS SPORTS WMW PICK MY PET APPS SCHEDULE TRAFFIC WEATHER 57°

## Revive I-5 project means big delays – and we're just getting started





# Incorporate public input

Creative ideas come from the diversity of the public



# “Stuff” happens

- Anticipate changes to schedule & costs
- Look for opportunities
- Stay positive, but keep it real



# Pulling it all together

- Clarify the process early and often
  - Conditions of funding
  - Constructability
  - Project limitations/scope
- Manage expectations
  - Establish a timeline
  - Update, update, update
- Be the best source of information
  - Bad news can't travel fast enough
  - People like good news, but it can spread quickly – for better or worse.





# The big 6 pitfalls

1. Lack of information
2. Habitual thinking “it worked last time!”
3. Reluctance to seek advice “I don’t need help!”
4. Shortage of time
5. Requirements (Are they really?)
6. Performance at any cost



# Successful project delivery

- Manage expectations
- Show Respect
- Communicate change
- Build Trust
- Show results
- Build Confidence

A background image of a construction site. In the foreground, a worker in a hard hat and safety vest stands on a concrete slab. In the middle ground, a yellow excavator is working on a dirt embankment. To the right, another worker in a safety vest stands near a concrete curb. The site is surrounded by trees and a clear blue sky.

# Successful project delivery

- **Manage expectations**
- **Show Respect**
- **Communicate change**
- **Build Trust**
- **Show results**
- **Build Confidence**

# Questions?



# Thank you!

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