LIGHS
CAMERA
ACTION!
Leveraging YouTube as an LRRB Communication Tool

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24th Annual CTS Transportation Research Research Conference
May 22, 2013
MN Local Road Research Board (LRRB)

- Legislatively funded (1959)
- \( \frac{1}{2} \) of 1\% of State Aid allocation devoted to local road research
- Research:
  - Managed by the LRRB
  - Conducted by MnDOT, UMN, MnSCU, other universities, and consultants
  - Administered by MnDOT Research Services
LRRB Outreach Subcommittee

Members:

- Julie Skallman (Chair) – MnDOT State Aid
- Farideh Amiri – MnDOT Research Services
- Jim Grothaus – UMN CTS
- Bruce Hasbargen – Beltrami County
- Renae Kuehl – SRF Consulting Group, Inc.
- Mike Marti – SRF Consulting Group, Inc.
- Sandy McCully – MnDOT Research Services
- John Powell – City of Savage
Why Use YouTube?

- Reach large targeted audiences easily
  - General Public
  - County staff
  - City staff
- Educates audience in a quick manner
- Can easily be shared with others
2012-2013 Projects

Four Videos have been completed to date:

- Stop Signs: Why Do We Have Them on Residential Roads? *(March 2013)*
- Speed Limits: Why Do We Have Them? *(March 2013)*
- MN Pothole Professionals: Smoothing the Way to Safer Travel *(March 2013)*
- Stormwater Best Management Practices *(May 2013)*
What’s Coming Up?

Videos in progress:
- Work Zone Safety on the Rural Roads
- Gravel Road Maintenance

Other videos topics being considered:
- Winter Operations and Snow Plow Safety
- Rain Garden
- Cost of Rough Roads
- Winter Maintenance Chemicals
- White Topping
Marketing and Advertising

Channels used to promote the three most recent LRRB videos:

- YouTube
- Facebook
- Twitter
- LinkedIn
- Research Services website
- Research Services email list

- LRRB website
- LRRB/State Aid email to cities and counties
- Presented at the City/County Engineers Annual Conferences
- Consultants posted to their website and social media
Marketing and Advertising

Views to date (as of May 22, 2013):
- Potholes – 1,315
- Stop Signs – 699
- Speed Limits – 753
- Stormwater – 45 (video live for only 2 days so far)
MnDOT Research Services
YouTube Channel
Lessons Learned

What worked well:

- Develop small TAP groups (7-8 people max)
- Use of audio/video conference calls to conduct meetings
- Using local consultants who have experience working with the locals
- Interviews with general public and industry experts

Improvements:

- Use high-resolution (720p or 1080p) videos
- Coordinate “Man on the street” interviews with large community gatherings (i.e. State Fair, etc.)
Lessons Learned (continued)

Ideas for Consultant’s Role:

- Develop scripts for TAP review
- Provide titles, descriptions, and search keywords (i.e. metadata) for each video
- Post the videos on their own websites and social media accounts
Stop Signs Video

STOP SIGNS: Why do we have them on residential roads?
Potholes Video

Minnesota Pothole Professionals
Smoothing The Way To Safer Travel
Q & A

- What other video topics would be valuable?
- Additional questions

For links to the videos and additional information about the LRRB, go to:

www.LRRB.org
Thank You!

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