Word on Streets
Showing the Value of Public Works

Kristina Ray, City of Carlsbad
Carmen Kasner, P.E., NV5, Inc.
hello.
today’s topics

- Environmental scan
- New rules
- Ideas, tips and tricks
- Putting ideas into action
TRUST
ME
I AM
A TRAINED
PROFESSIONAL
our new environment
No, You Don’t Have the Attention Span of a Goldfish

Busting the attention span myth

Is Your Attention Span Better Than a Goldfish’s?

Experts say pay no mind to the myth.
The Diminishing Role of Facts in American Public Life
THE PHILOSOPHY OF ARISTOTLE

With a New Afterword by Susanne Bobzien
ETHOS
Credibility

PATHOS
Emotion

LOGOS
Logic
ETHOS  
Credibility

PATHOS  
Emotion

LOGOS  
Logic
your audiences
who cares?
KEEP CALM AND SAY IT DEPENDS
general public?
THIS IS THE WORLD’S MOST TYPICAL PERSON
AMAZON CONSUMER SEGMENTATION

DEMOGRAPHIC SEGMENTATION
- People with Internet access
- Age group of 25 to 50 years, as 45% of online buyers belong to the 35-49 age group
- Focusing on a younger audience

SITUATIONAL SEGMENTATION
- Convenience as a major reason for online purchases
- Interest in new categories
- New lucrative deals every day, every hour
- Low pricing as a major factor for purchasing online

PSYCHOGRAPHIC SEGMENTATION
- Customers segmented by loyalty
- Customers who like innovations and changes to the website
- Those who value customer care first
- People who click on recommended and suggested products the most

GEOGRAPHIC SEGMENTATION
- International appeal
- Digital sales over ‘real-world’ sales
- Focuses on developed areas
- For rural areas - smartphone use crucial
## Audience Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Loyalists</td>
<td>47%</td>
<td>Read newspaper exclusively in print. 4,218,600</td>
</tr>
<tr>
<td>Dual Devotees</td>
<td>20%</td>
<td>Read newspapers in print and on one other platform: websites or mobile. 1,776,400</td>
</tr>
<tr>
<td>Digital Dignitaries</td>
<td>16%</td>
<td>Read newspapers exclusively on digital platforms: websites and/or mobile. 1,423,500</td>
</tr>
<tr>
<td>News Omnivores</td>
<td>18%</td>
<td>Read newspapers on all platforms: print, websites and mobile. 1,588,100</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>First Out</td>
<td>21% Anxious and eager to leave if a hurricane is in the forecast</td>
<td></td>
</tr>
<tr>
<td>Constrained</td>
<td>14% Aware of risks &amp; willing to evacuate but face barriers</td>
<td></td>
</tr>
<tr>
<td>Optimists</td>
<td>16% Doubt that a hurricane will occur but willing to evacuate</td>
<td></td>
</tr>
<tr>
<td>Reluctant</td>
<td>27% Reluctant to evacuate but will leave if ordered to</td>
<td></td>
</tr>
<tr>
<td>Diehards</td>
<td>22% Confident they can safely ride out hurricanes at home</td>
<td></td>
</tr>
</tbody>
</table>
Clark Andrews

**AGE**: 26  
**OCCUPATION**: Software Developer  
**STATUS**: Single  
**LOCATION**: San Jose, CA  
**TIER**: Experiment Hacker  
**ARCHETYPE**: The Computer Nerd

---

**Motivations**

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

---

**Goals**

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

---

**Frustrations**

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

---

**Bio**

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

---

**Personality**

- Extravert
- Introvert
- Sensing
- Intuition
- Thinking
- Feeling
- Judging
- Perceiving

---

**Technology**

- IT & Internet
- Software
- Mobile Apps
- Social Networks

---

**Brands**

- Nike
- Apple
- Fitbit
case study
what else?
your turn
who else?
New Law Barking Up The Wrong Tree

LOUISVILLE, Ky. —
Louisville Democrats Remain Through an unapologetic ordinance that
places animal laws all
to the country for its
sheep-herders.

All dogs are to be kept property
quiet and gather the attention of
Louisville's general
public to harmonize
what you owe your fellow
of man.

It includes one book, a
companion, provisions, and minus it
and beautifying dogs and about
that and whatever is tolerated.

If you are out and want
your dog also, it will be
after a moment. If you
are not, you will be
out some minutes. Those
in compliance, how
unattired, approved,
companion, runners
the law has been
minded to give
or change the
public's face.

If you sell, give away
or board (yes, board)
your uncontrolled dog,
you must notify the
Director!

You are not permitted to
uncontrolled dog, between the certain
property and gather the
attention of a variety
of matters.

The public's face has been
minded to give
or change the
form of
the law.

If you sell, give away,
uncontrolled dog,
you must notify the
Director!

MAN BITES DOG!

This is not a
companion, runners
the law has been
minded to give
or change the
form of
the law.

Even hamsters, rats,
ferrets and gerbils
are governed by this
heavy-handed
ordinance!

See this law for yourself...
Job of the media is to comfort the afflicted and afflict the comfortable.
ideas
Champions are brilliant at the basics

John Wooden
meijer COMING SOON
BUILDING A BETTER CARLSBAD

CIP PROJECT NO. 576-A-32
NORTHWEST QUADRANT STORMWATER REHABILITATION AND MAINTENANCE PROJECT, PHASE III

PUBLIC WORKS DEPARTMENT
UTILITY DIVISION
WASTEWATER OPPS AND CONSTRUCTION MGT

CITY COUNCIL
Matt Hall, Mayor
Keigh Blackburn, Mayor Pro Tem
Ann Kulchin, Council Member
Mark Packard, Council Member
Michael Schumacher, Council Member

Project Hotline
760-602-2440
QUARTERHORSE STREET RECONSTRUCTION INFRASTRUCTURE PROJECT

Funded by the Bexar County U.S. Department of Housing and Urban Development and the Bexar County Community Development Block Grant Program. Program No. B-14-UC-48-0506 Grant Allocation: $525,592.46

BEXAR COUNTY COMMISSIONERS COURT

NELSON W. WOLFF
SERGIO "CHICO" RODRIGUEZ
PAUL ELIZONDO
KEVIN A. WOLFF
TOMMY CALVERT

COUNTY JUDGE
COMMISSIONER, PCT. 1
COMMISSIONER, PCT. 2
COMMISSIONER, PCT. 3
COMMISSIONER, PCT. 4

BEXAR COUNTY COMMISSIONERS COURT

CITY OF VON ORMY

TRINA REYES
SALLY MARTINEZ
ALEX QUINTANANILLA

MAYOR
COMMISSIONER PLACE 1
COMMISSIONER PLACE 2

Gonzalez - De La Garza & Associates, LLC
115 E. Travis Street,
Suite 1120
San Antonio, Texas 78205

R.L. Jones LP
18946 Redland Road
San Antonio, Texas 78259
(210) 496-6223

Eddie Ortega, Director
Bexar County Department of Community Resources
Jaime E. Contreras, CDH Senior Project Analyst
Community Development & Housing Division
233 North Pecos, Suite 590
San Antonio, Texas 78207
Another City of Perris Improvement Project

YOUR TAX DOLLARS AT WORK

City of Perris Council
Daryl Busch, Mayor
Mark Yarbrough, Mayor Pro Tem
Al Landers, Council Member
Rita Rogers, Council Member
Joanne Evans, Council Member

2009 Slurry Seal and Overlay Rehabilitation Project
Completion Date: November 2009
Contractor: Hardy & Harper  Amount: $1,503,000.00

FUNDED BY CITY OF PERRIS GAS TAX & MEASURE "A"
BUILDING TOGETHER FOR THE FUTURE

UPPER KIRBY
UPPER KIRBY DEVELOPMENT AUTHORITY
IN CONJUNCTION WITH
CITY OF HOUSTON
UPPER KIRBY MANAGEMENT DISTRICT

WESTHEIMER ROAD RECONSTRUCTION FROM KIRBY DRIVE TO SOUTH SHEPHERD DRIVE

WWW.UPPERKIRBYDISTRICT.ORG
INFORMATION: (713) 524-8000
This project is funded by the 2011 Capital Improvement Bond.

www.bouldercolorado.gov/bondprojects
Your Tax Dollars At Work
Street Improvement Project

For Project Information Contact
(714)738-6845
www.cityoffullerton.com
YOUR TAX DOLLARS AT WORK

Colorado Springs
OLYMPIC CITY USA

ColoradoSprings.gov/Streets
QUEEN CREEK
2015 TO 2018
BETTER ROADS AHEAD
BETTER ROADS ARE ALMOST HERE.

THANKS FOR YOUR PATIENCE!

BETTER ROADS AHEAD

CONSTRUCTION ENDS SOON

QueenCreek.org/BetterRoadsAhead
CarlsbadWorks

Drainage Project

June – Sept

City of Carlsbad
Construction Notice

ATTENTION RESIDENTS AND BUSINESSES IN THE VICINITY OF THE MULHOLLAND BRIDGE AND THE I-405 SAN DIEGO FREEWAY

The contractor is scheduled to implement additional full directional freeway closures in order to further construct the falsework structure for the Mulholland Bridge. The falsework structure is designed to facilitate the reconstruction by providing temporary support to the bridge. Bridge girder plates will be temporarily placed above each bridge span and across each direction of the freeway roadway. The directional full freeway closures will be from the 101 freeway to the Getty Center Dr. ramps, weather permitting. Each night, ramps within the freeway closure limits may begin to close as early as 7:00 pm and freeway lanes will begin to close as early as 10:00 pm, leading up to the full directional freeway closure between the hours of 12:00 am, midnight, and 5:00 am. The table below provides details of the anticipated closure schedule:

<table>
<thead>
<tr>
<th>Closure Location</th>
<th>Anticipated Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southbound I-405 freeway from the 101 freeway to Getty Center Dr.</td>
<td>March 8</td>
</tr>
<tr>
<td>(freeway lanes closures starting at 10:00 pm)</td>
<td></td>
</tr>
<tr>
<td>Southbound I-405 freeway from the 101 freeway to Getty Center Dr.</td>
<td>March 12 &amp; 13</td>
</tr>
<tr>
<td>(freeway lanes closures starting at 10:00 pm)</td>
<td></td>
</tr>
<tr>
<td>Northbound I-405 freeway from Getty Center Drive to Ventura Blvd.</td>
<td>March 14 &amp; 15</td>
</tr>
<tr>
<td>(freeway lanes closures starting at 10:00 pm)</td>
<td></td>
</tr>
</tbody>
</table>

What: Falsework construction to support the reconstruction of the Mulholland Bridge

When: Full directional freeway closures are anticipated to resume Thursday, March 8, 2012, and last approximately five more nights, weather permitting. Each night, ramps within the freeway closures limits may begin to close as early as 7:00 pm and freeway lanes will begin to close as early as 10:00 pm, leading up to the full directional northbound freeway closure between the hours of 12:00 am, midnight, and 5:00 am.

Where: Between the Getty Center Dr. ramps to the 101 freeway

What to expect:
- Sepulveda Blvd. will remain open during the nights of the full directional freeway closures and will be used as a detour route. Detour maps are available at www.metro.net/405
# Construction Notice

**I-405 Sepulveda Pass Improvements Project**

**ATTENTION RESIDENTS AND BUSINESSES IN THE VICINITY OF THE MULHOLLAND BRIDGE AND THE I-405 SAN DIEGO FREEWAY**

The contractor is scheduled to implement additional full directional freeway closures in order to further construct the falsework structure for the Mulholland Bridge. The falsework structure is designed to facilitate the reconstruction by providing temporary support to the bridge. Bridge girder plates will be temporarily placed above each bridge span and across each direction of the freeway roadway. The directional full freeway closures will be from the 101 freeway to the Getty Center Dr. ramps, weather permitting. Each night, ramps within the freeway closure limits may begin to close as early as 7:00 pm.

<table>
<thead>
<tr>
<th>Closure Location</th>
<th>Anticipated Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southbound I-405 freeway from the 101 freeway to Getty Center Dr. (freeway lanes closures starting at 10:00 pm)</td>
<td>March 8</td>
</tr>
<tr>
<td>Southbound I-405 freeway from the 101 freeway to Getty Center Dr. (freeway lanes closures starting at 10:00 pm)</td>
<td>March 12 &amp; 13</td>
</tr>
<tr>
<td>Northbound I-405 freeway from Getty Center Drive to Ventura Blvd. (freeway lanes closures starting at 10:00 pm)</td>
<td>March 14 &amp; 15</td>
</tr>
</tbody>
</table>

**What:** Falsework construction to support the reconstruction of the Mulholland Bridge  
**When:** Full directional freeway closures are anticipated to resume Thursday, March 8, 2012, and last approximately five more nights, weather permitting. Each night, ramps within the freeway closures limits may begin to close as early as 7:00 pm and freeway lanes will begin to close as early as 10:00 pm, leading up to the full directional northbound freeway closure between the hours of 12:00 am, midnight, and 5:00 am.

**What to expect:**  
- Sepulveda Blvd. will remain open during the nights of the full directional freeway closures and will be used as a detour route. Detour maps are available at [www.metro.net/405](http://www.metro.net/405)
Construction Notice

ATTENTION RESIDENTS AND BUSINESSES IN THE VICINITY OF THE MULHOLLAND BRIDGE AND THE I-405 SAN DIEGO FREEWAY

The contractor is scheduled to implement additional full directional freeway closures in order to further construct the falsework structure for the Mulholland Bridge. The falsework structure is designed to facilitate the reconstruction by providing temporary support to the bridge. Bridge girder plates will be temporarily placed above each bridge span and across each direction of the freeway roadway. The table below provides details of the anticipated closure schedule:

<table>
<thead>
<tr>
<th>Closure Location</th>
<th>Anticipated Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southbound I-405 freeway from the 101 freeway to Getty Center Dr.</td>
<td>March 8</td>
</tr>
<tr>
<td>(freeway lanes closures starting at 10:00 pm)</td>
<td></td>
</tr>
<tr>
<td>Southbound I-405 freeway from the 101 freeway to Getty Center Dr.</td>
<td>March 12 &amp; 13</td>
</tr>
<tr>
<td>(freeway lanes closures starting at 10:00 pm)</td>
<td></td>
</tr>
<tr>
<td>Northbound I-405 freeway from Getty Center Drive to Ventura Blvd.</td>
<td>March 14 &amp; 15</td>
</tr>
<tr>
<td>(freeway lanes closures starting at 10:00 pm)</td>
<td></td>
</tr>
</tbody>
</table>

What: Falsework construction to support the reconstruction of the Mulholland Bridge

What to expect:
- Sepulveda Blvd. will remain open during the nights of the full directional freeway closures and will be used as a detour route. Detour maps are available at www.metro.net/405

Where: Between the Getty Center Dr. ramps to the 101 freeway
Important Safety Improvements

Temporary Freeway Closures
10 p.m. to 5 a.m.

SOUTH
March 8, 12, 13
101 to Getty Center

NORTH
March 8, 12, 13
Getty Center to Ventura Blvd.
tours
INGLEWOOD STADIUM
PROJECT TOUR

TUESDAY | 3 PM
FEBRUARY 19, 2019

INGLEWOOD STADIUM
MEETING LOCATION WILL BE EMAILED
TO REGISTERED ATTENDEES

WWW.NAWICLA.ORG/EVENTS
Lincoln Solar Project Tour
April 18th, 2019

NW 75TH AND W HOLDREGE
LINCOLN, NE
Tour starts at 4:00 PM
video
Gallons delivered

5,000,000
real world examples
key themes

• No one cares (until you give them a reason)
• Segment your audience
• Focus on the basics first
• Be human
• Be visual
• Don’t give up
TRUST
ME
I AM
A TRAINED
PROFESSIONAL
Keep in Touch

Kristina Ray
kristina.ray@carlsbadca.gov

Carmen Kasner, P.E.
carmen.kasner@NV5.com