

PROJECT WEBSITES

Description

Project websites represent one of the most common strategies for communicating with travelers during construction, as well as during the public engagement period prior to construction. Although a project website is used primarily to disseminate information about details related to schedule, benefits, and other relevant material, it also provides a cost-effective means to gather questions and comments from those who are affected by the project. As with any other outreach strategy, a website's effectiveness depends heavily upon the quality, timeliness, and accuracy of the information it conveys.

Target Market

Websites are useful for several project types. They provide information indefinitely for planning programs. Individuals can access them at any time and receive up-to-date project information or learn how the project planning process works. Websites can serve as a one-stop shop for different types of information. Moreover, a project-specific website could be used to obtain public input during comment periods. Although no single strategy can be expected to reach 100 percent of an audience, a project website can come closer to that level. Recent research suggests that at least 77 percent of Americans have access to the Internet.

How Will This Help?

- Provides current, accurate, and relevant information to travelers.
- Collects information from travelers to ensure that they can be engaged in project development in a meaningful way.



Cost:	Moderate
Time:	Indefinite
Impact:	Local/Region
Who:	Lead Agency
Hurdles:	Knowledgeable Staff & Marketing

Success Stories

- www.morefor1604.com – illustrates good organization and useful information
- www.vamegaprojects.com – highlights several specific projects and includes a clickable map.

Implementation Issues

Any website must have a steady stream of visitors who are confident that the information they receive has real value—that it is accurate and readily available. Staffing for the website function must be sufficient to ensure multiple updates daily, and also to ensure that comments and questions are addressed promptly.