

# Utah Transportation Commission

Nile Easton | January 17, 2014



The more you know the less you guess.  
Guessing is expensive.

## Quantitative

November 2013

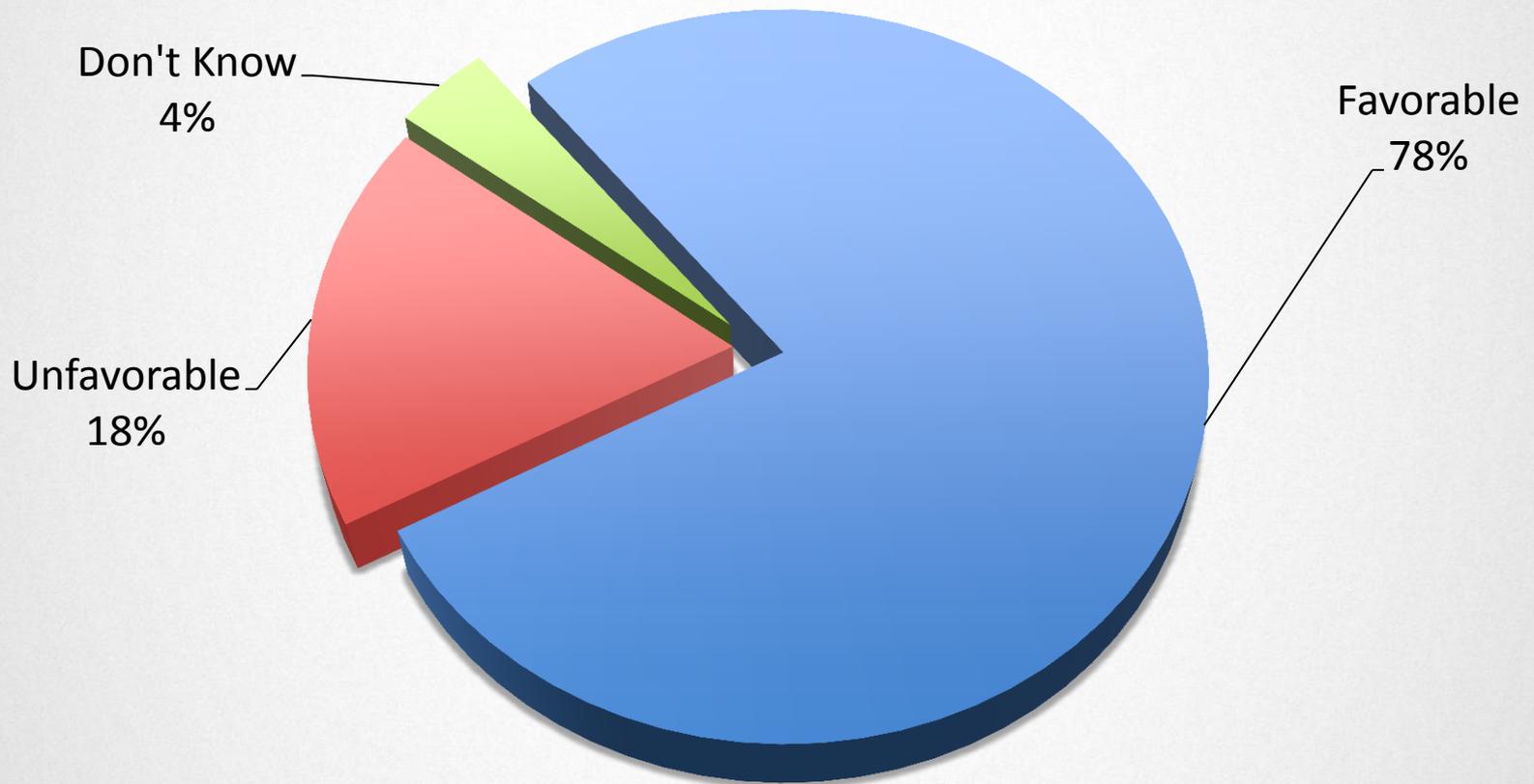
Phone survey, +/- 4%

## Qualitative

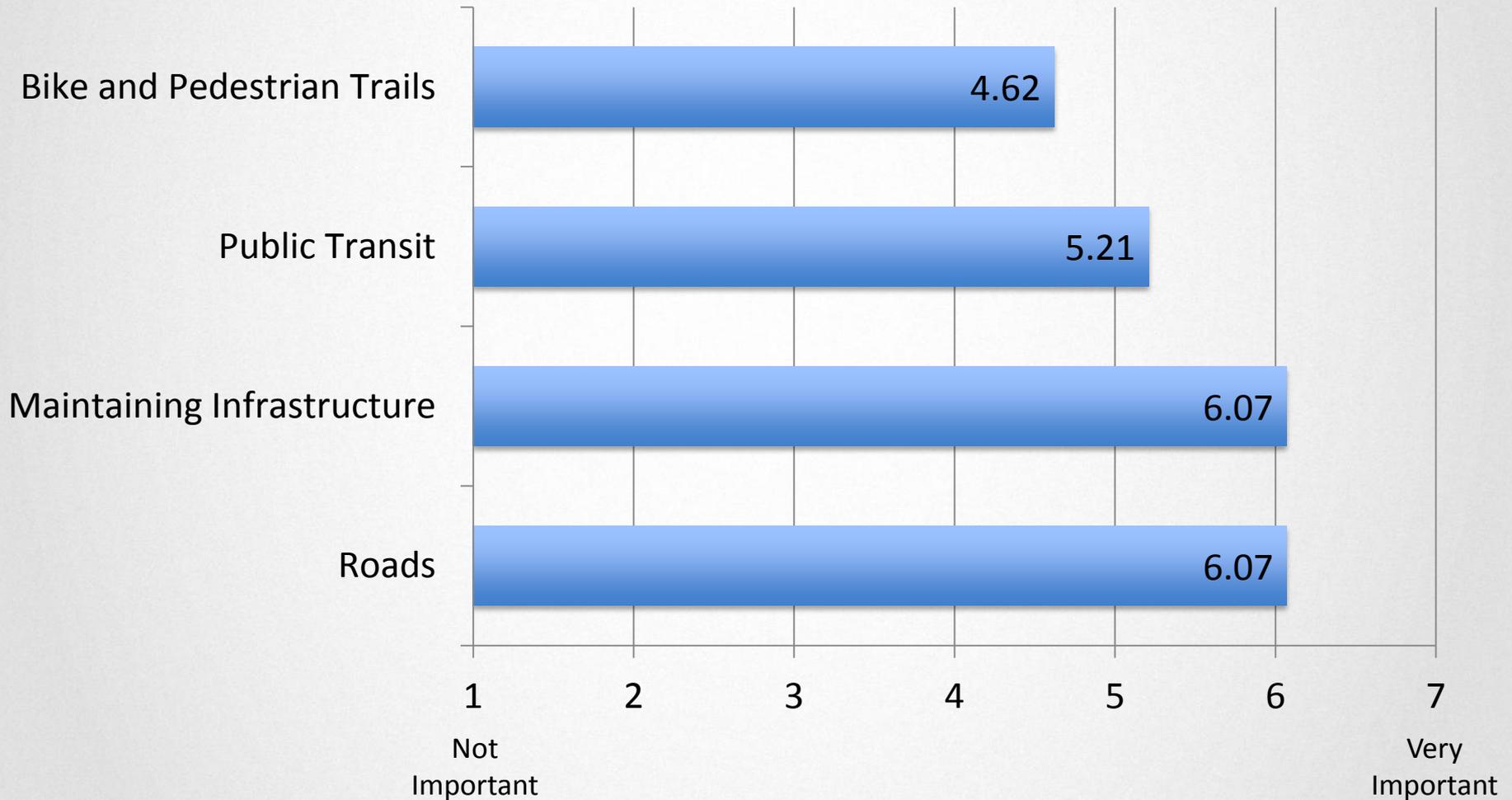
December 2013

2 two-hour Focus Groups – 24 participants

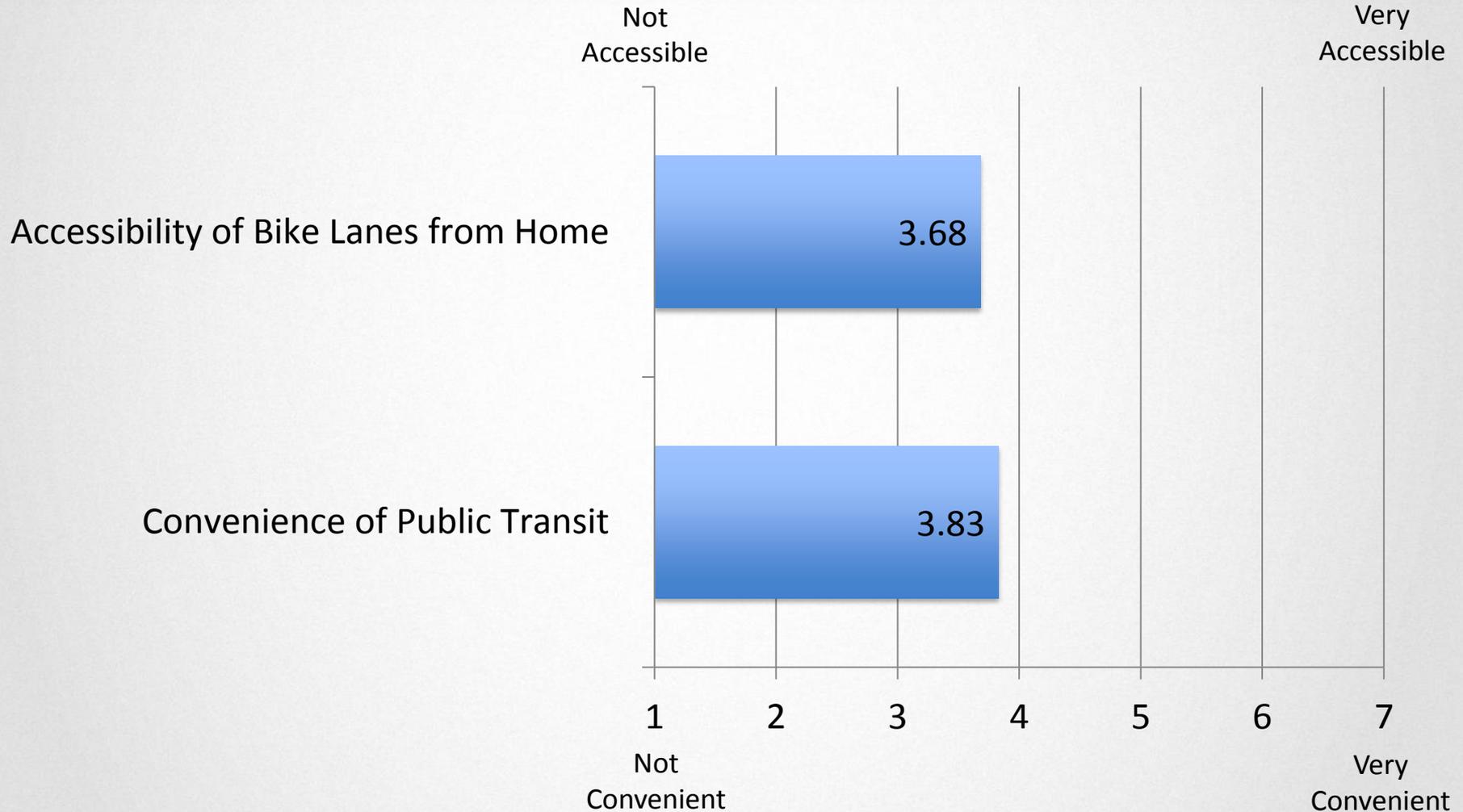
# Impression of UDOT



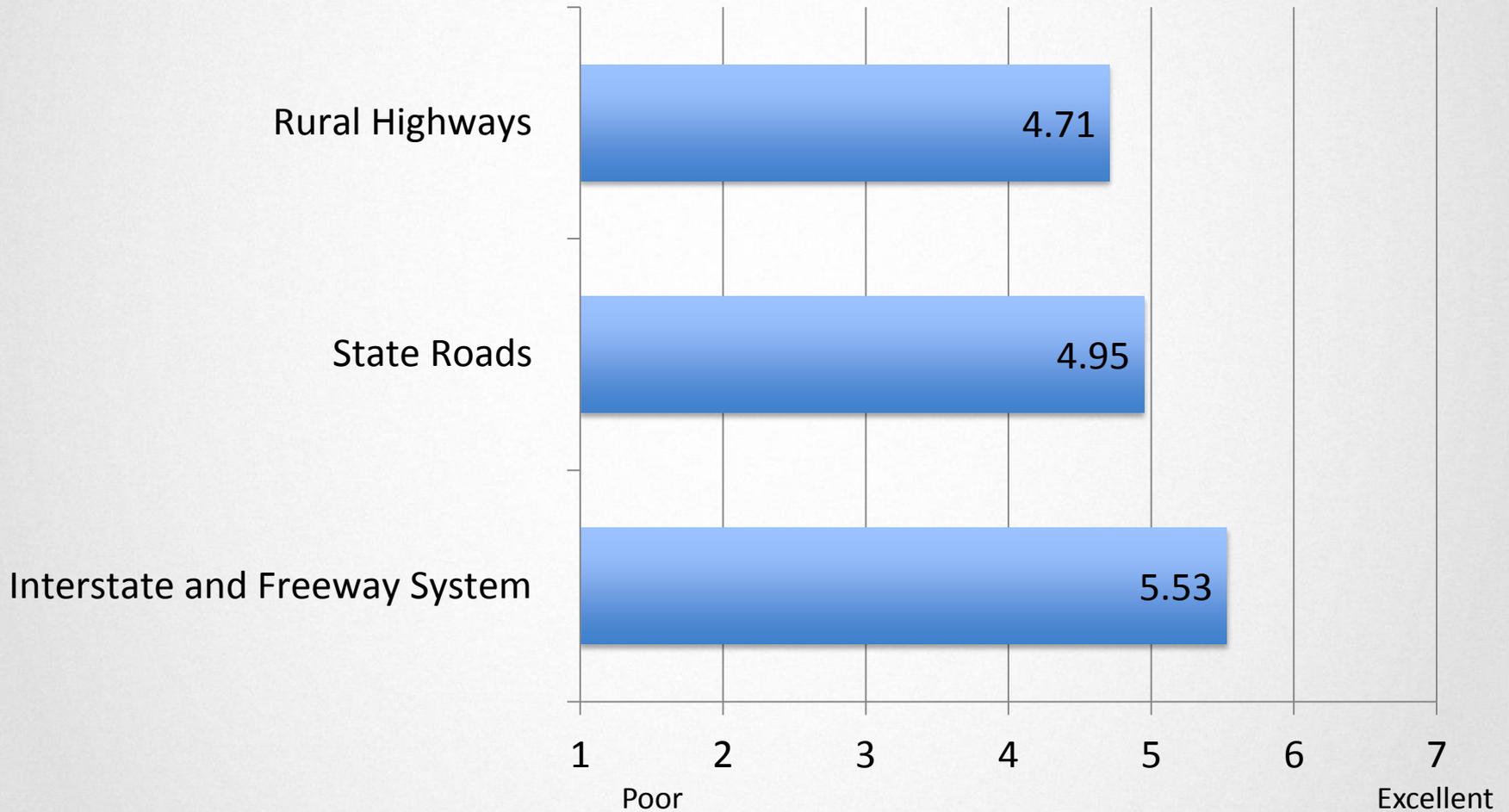
# Transportation Mode Importance



# Bike Lanes & Transit Convenience



# Road Surface Conditions

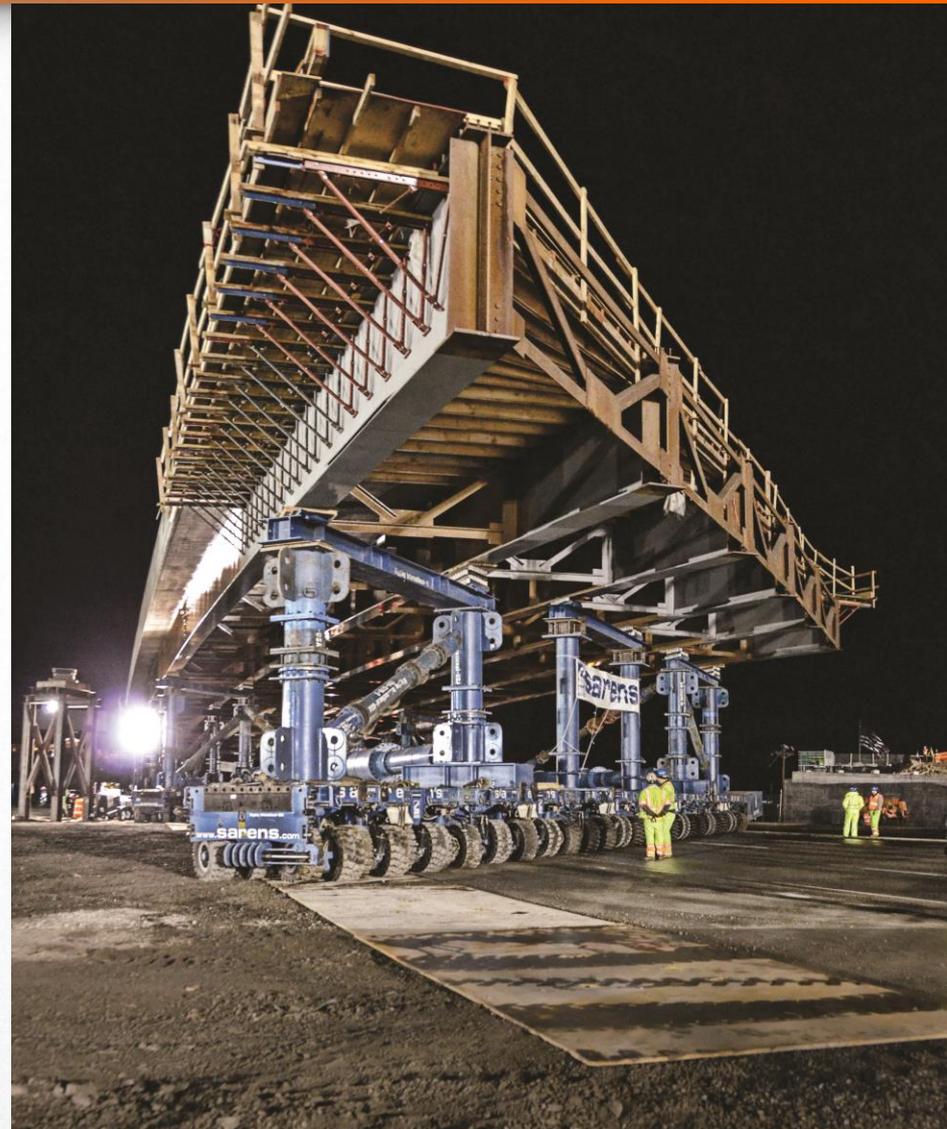


# Accelerated Bridge Construction

**88%** have seen or heard of  
ABC bridge construction

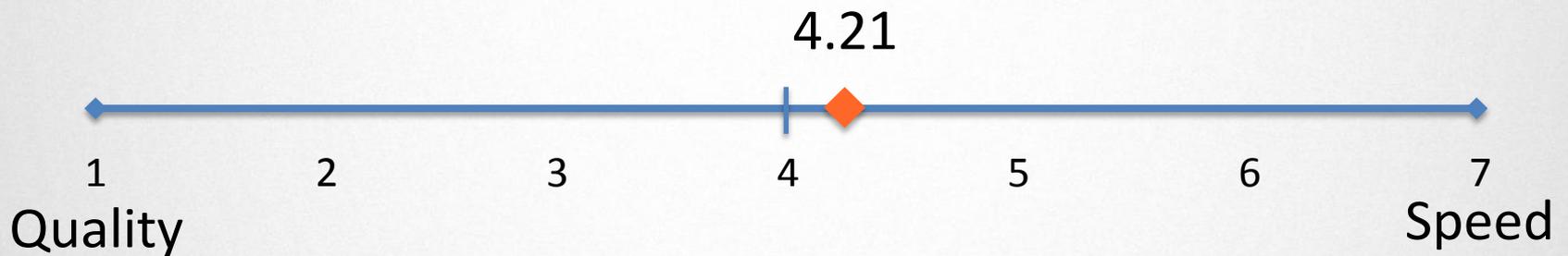
**41%** say they have watched  
a bridge move in person

**90%** favor using ABC to  
shorten road closures even  
though it costs more

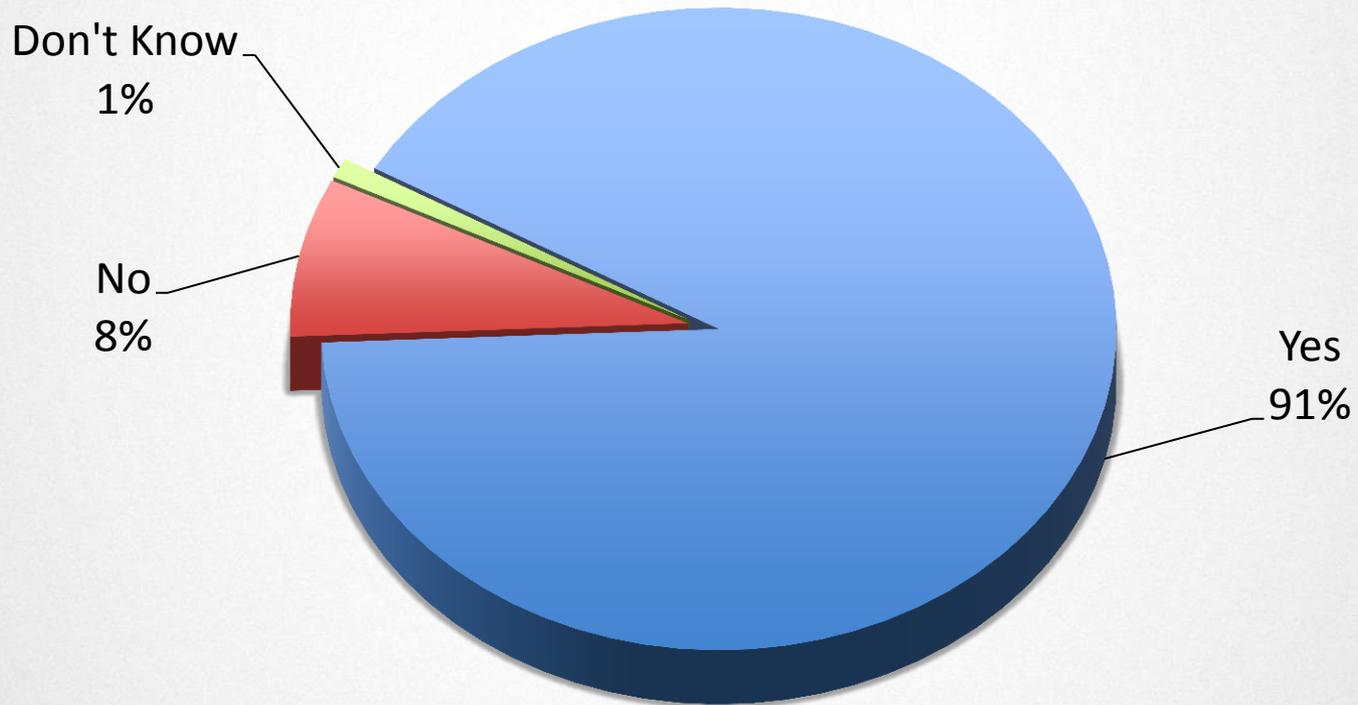


# Value of quality vs. speed

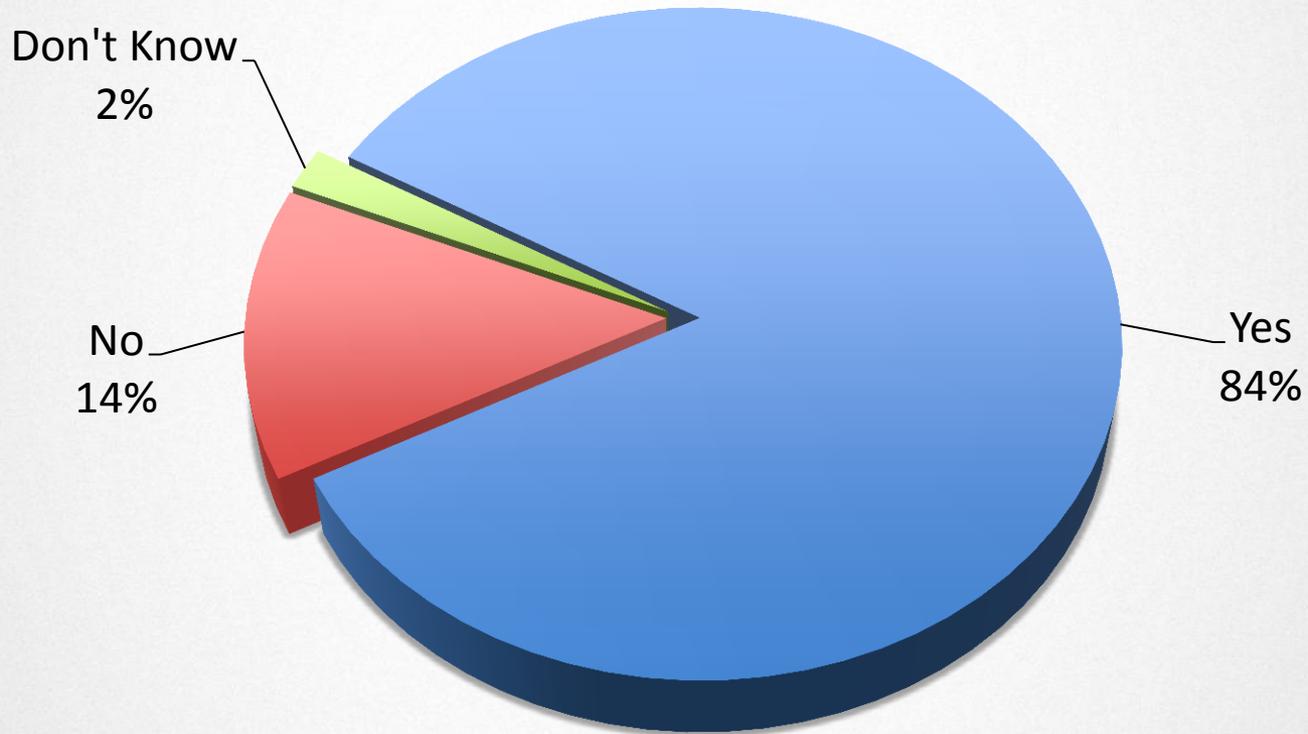
Please rate how much you feel that UDOT values quality against the speed of construction?



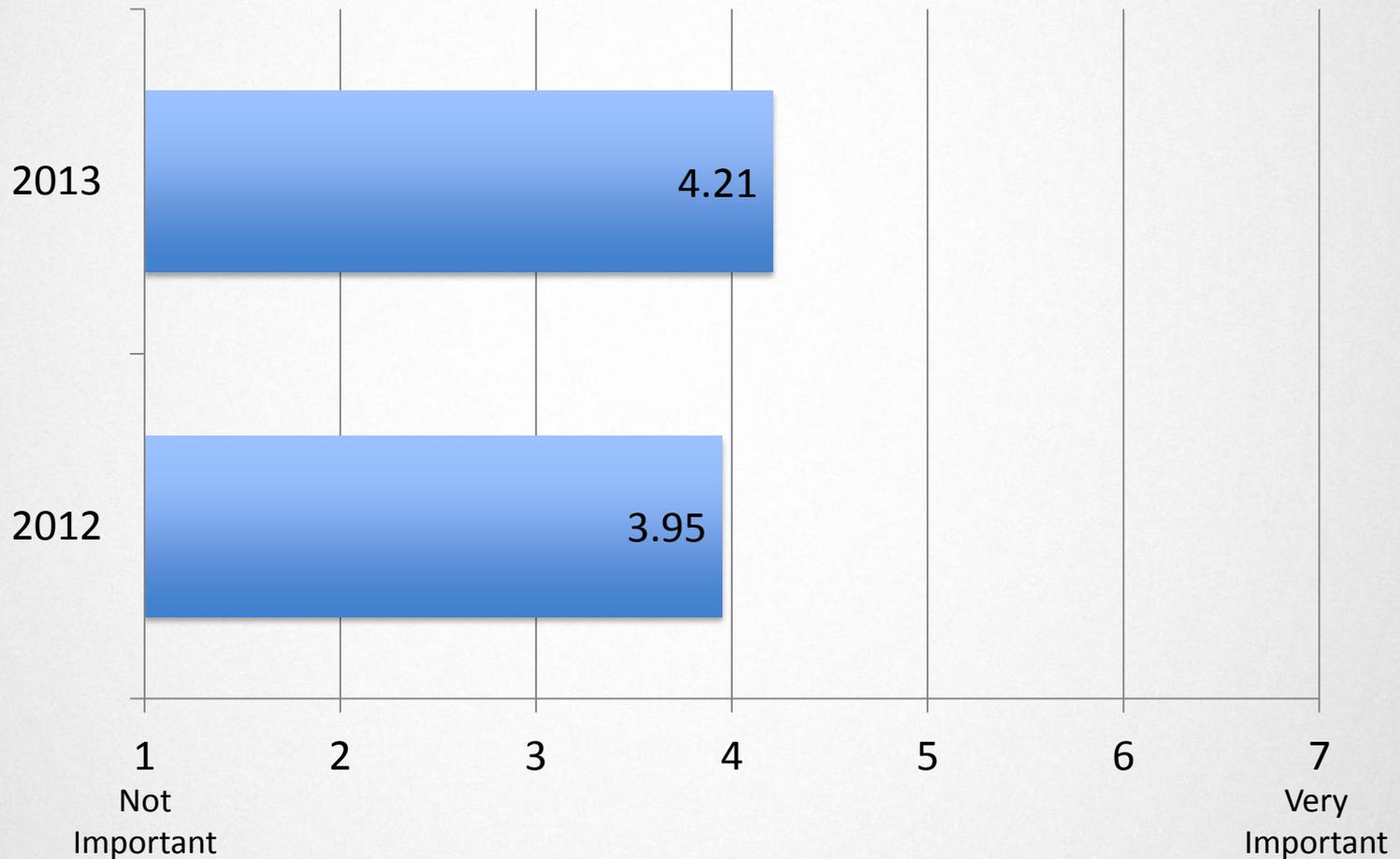
# Would you say UDOT ensures that all projects are of high quality?



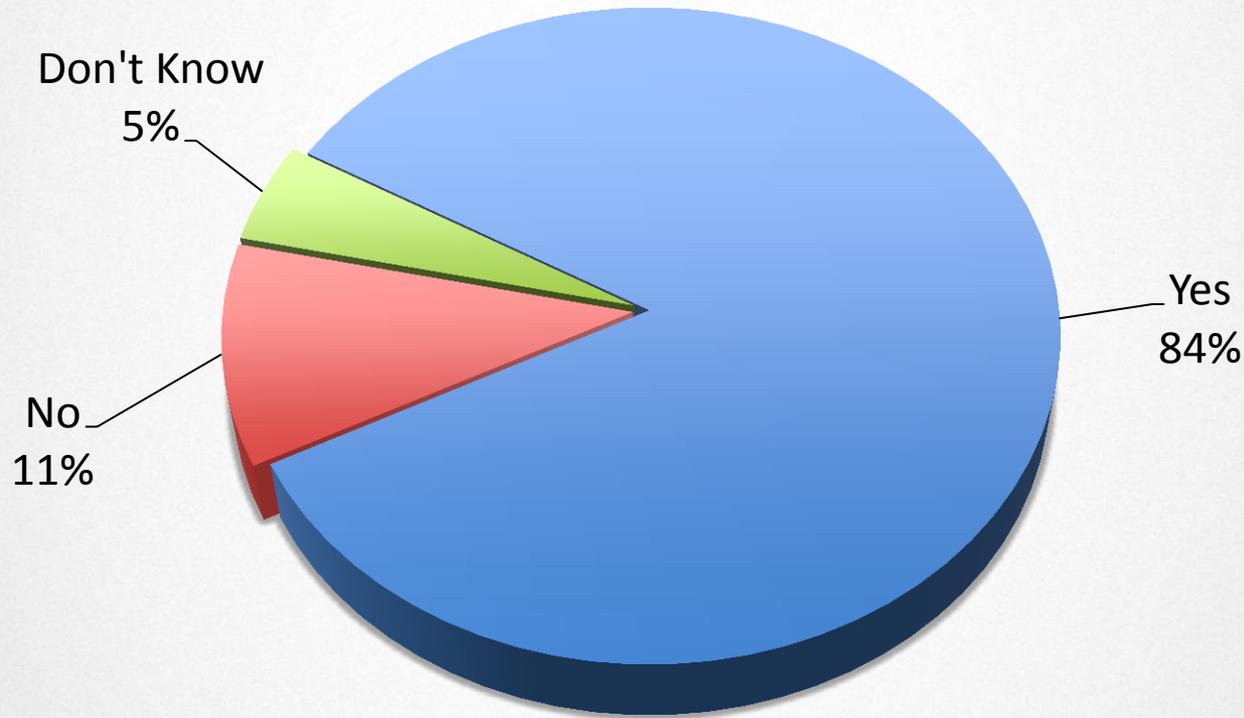
# Would you say that UDOT is innovative?



# Transparency - tax dollars; major decisions



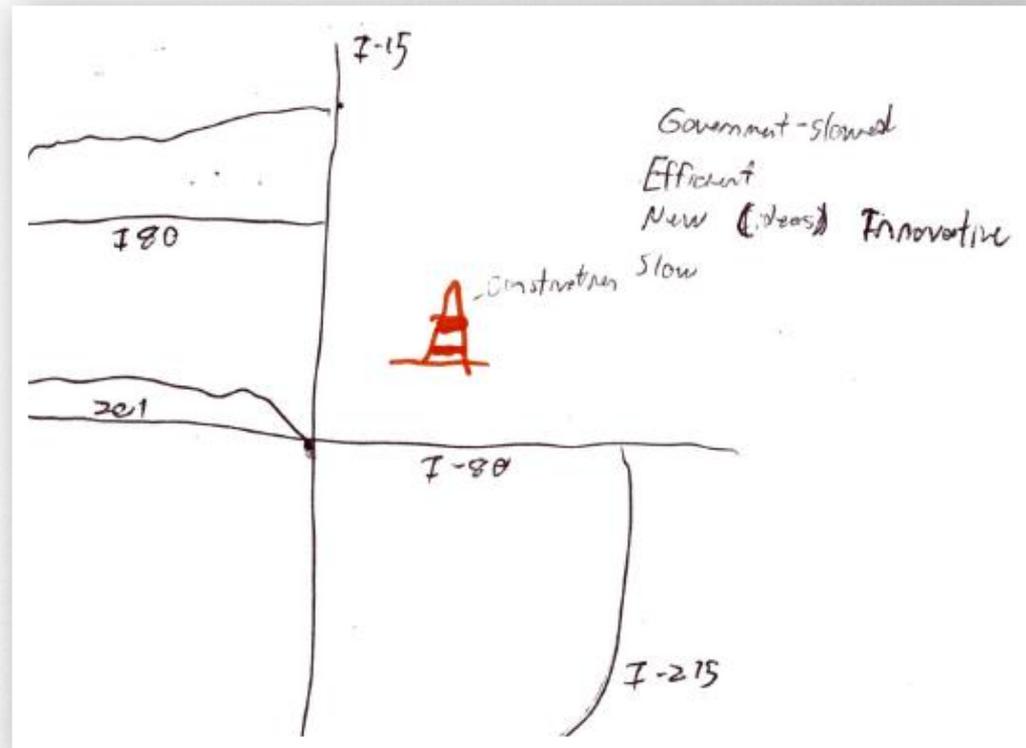
# Do you feel UDOT's top management is taking UDOT in a positive direction?



# Innovation

*"I didn't know that they were an international leader in innovative ideas. That makes you take some pride in what they're doing."*

*"That's what UDOT does in my mind. They repair things and they build things. The Crossing Diamond Interchanges down in Utah County, and the Continuous-Flow Left Turn lanes, I think they're really efficient."*



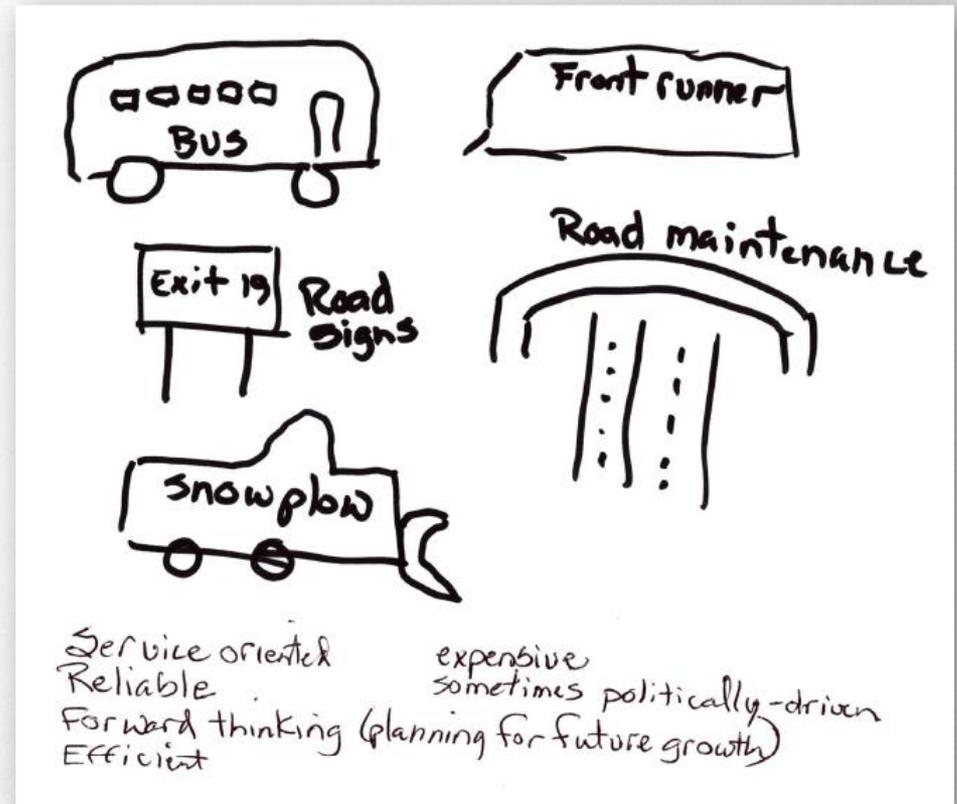
# Transparency

*“A certain amount of transparency is important, but you kind of have diminishing returns. At some point you spend more money making it transparent than you would on an actual construction project.”*

*“Transparency to me isn’t about stats, it is about understanding how and why UDOT makes the decisions they do.”*

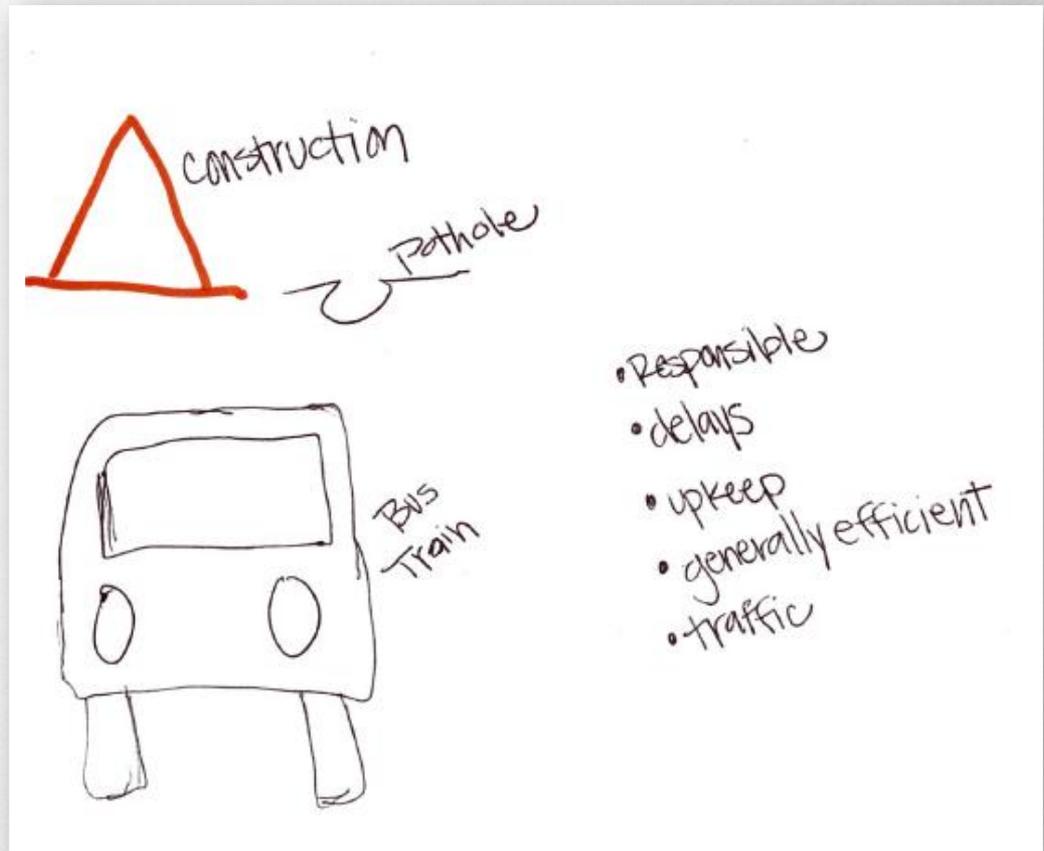
# Planning

*"I happen to think they're very forward thinking, I think they're out there 10-15 years ahead, saying, 'What are we going to need to do 15 years from now?'"*



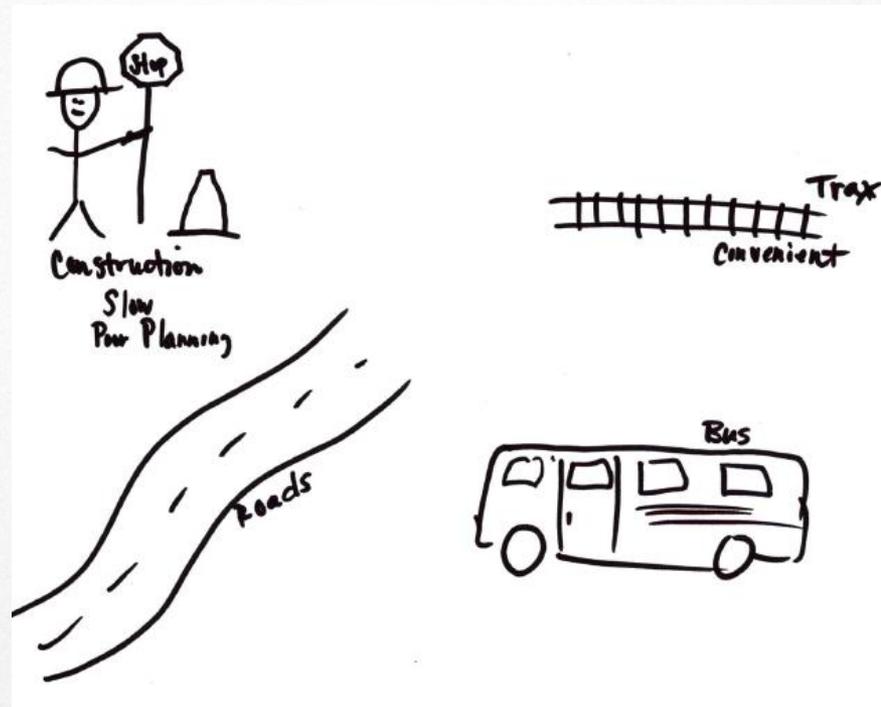
# Efficiency

*"I think UDOT has a difficult job, we don't like to see any cones, but we like to drive in our cars. It is hard to balance those two things."*



# Integrated Transportation

Participants showed a strong desire for cities, UTA and UDOT to have a shared vision for future growth.





# Media Audience Update

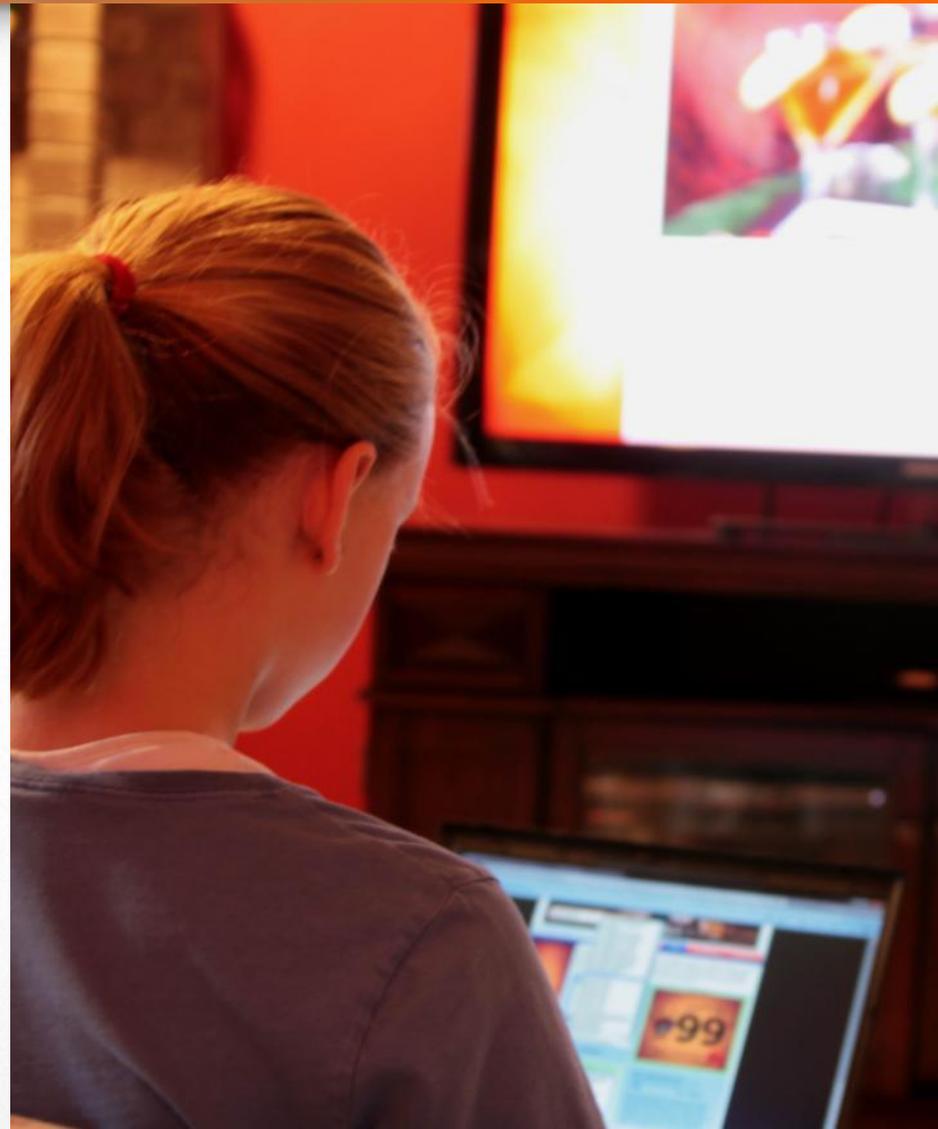
TV, Social, Radio, Print, Online

# Television Update

nielsen

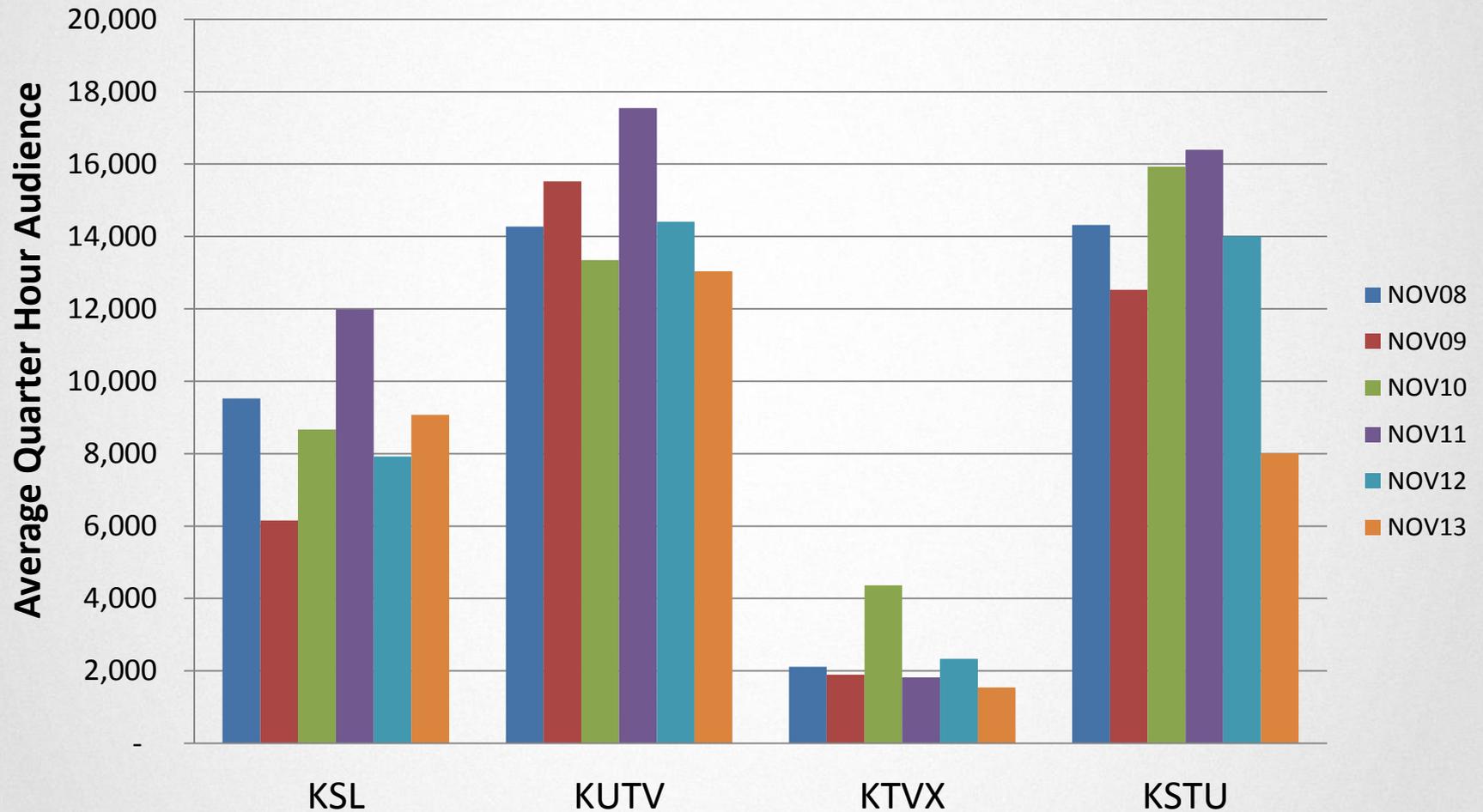
Nielsen Ratings, Adults 25-54

NOV08 vs. NOV09 vs. NOV10 vs. NOV11 vs. NOV12 vs. NOV13



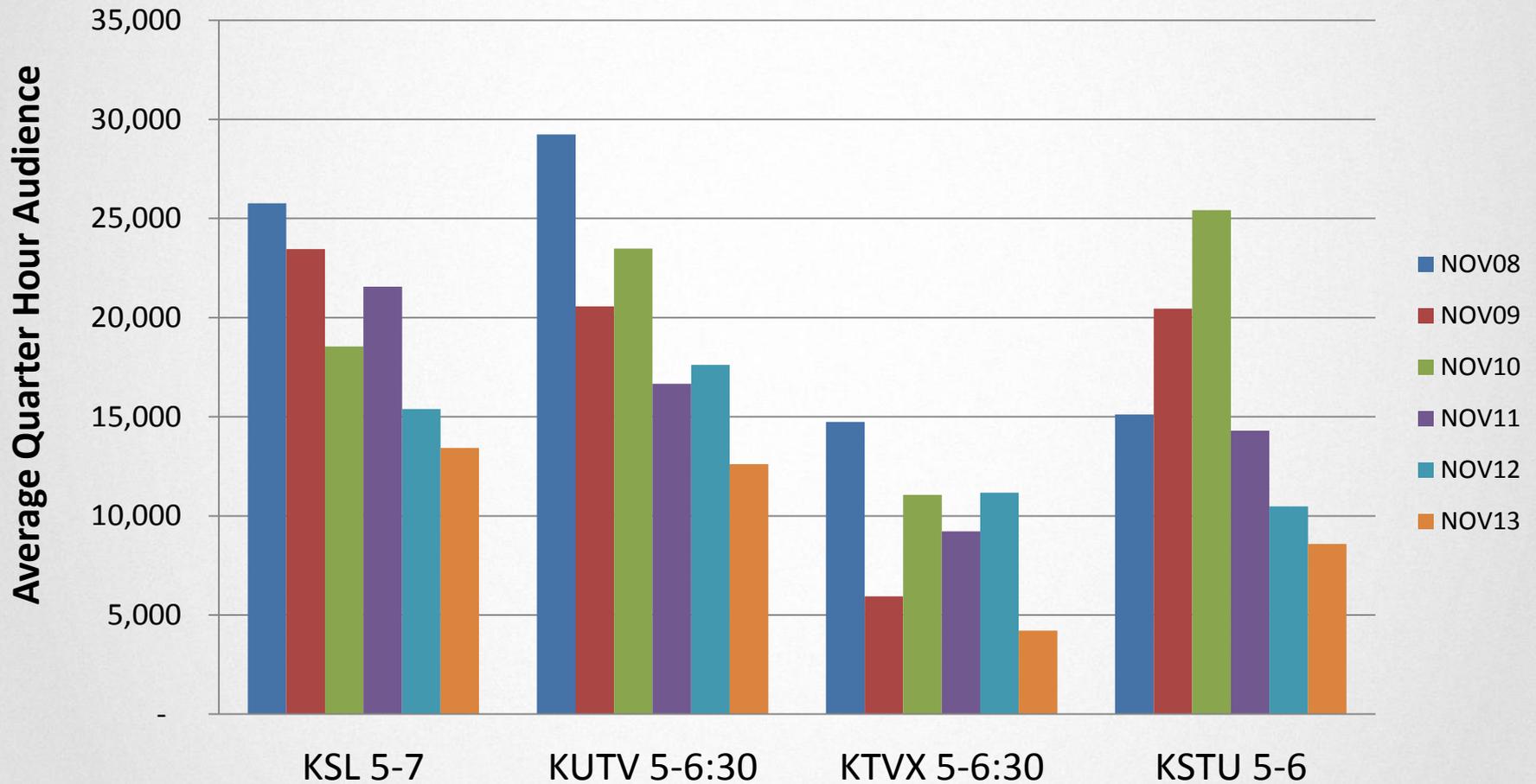
# TV: Morning News (5-7 a.m.)

Adults 25-54

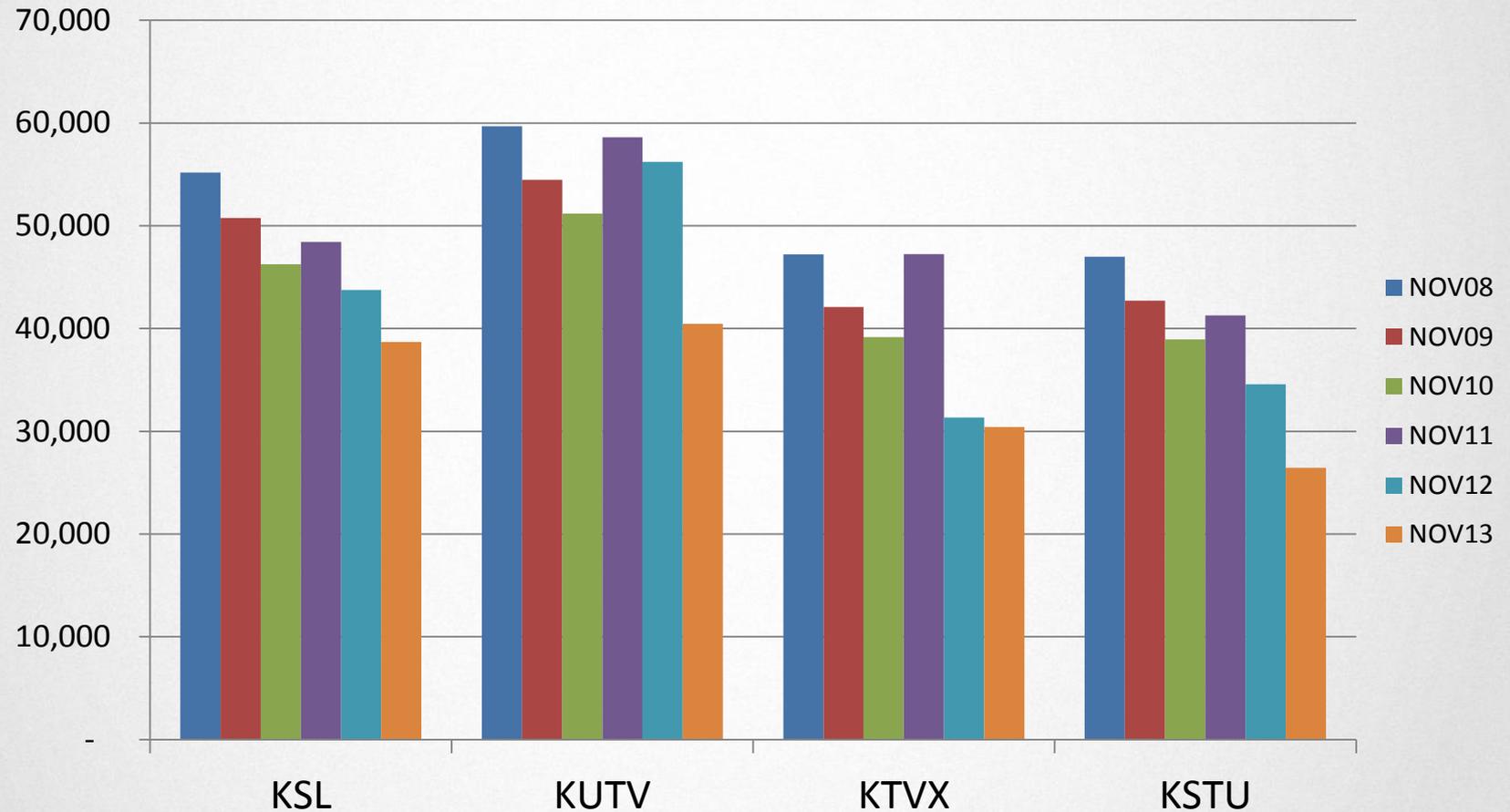


# TV: Evening News (5-7 p.m.)

Adults 25-54



# TV: Late News (9-10:30 p.m.)



## Deseret News

**118,203**

Deseret News Sunday  
circulation as of March 31,  
2013

*(Includes circulation outside of Utah)*

**23%**

Daily Circulation Increase

**27%**

Saturday Circulation Increase

## The Salt Lake Tribune

**138,851**

SLTrib Sunday circulation

**-5%**

Daily Circulation Decrease

**-2.6%**

Sunday Circulation Increase

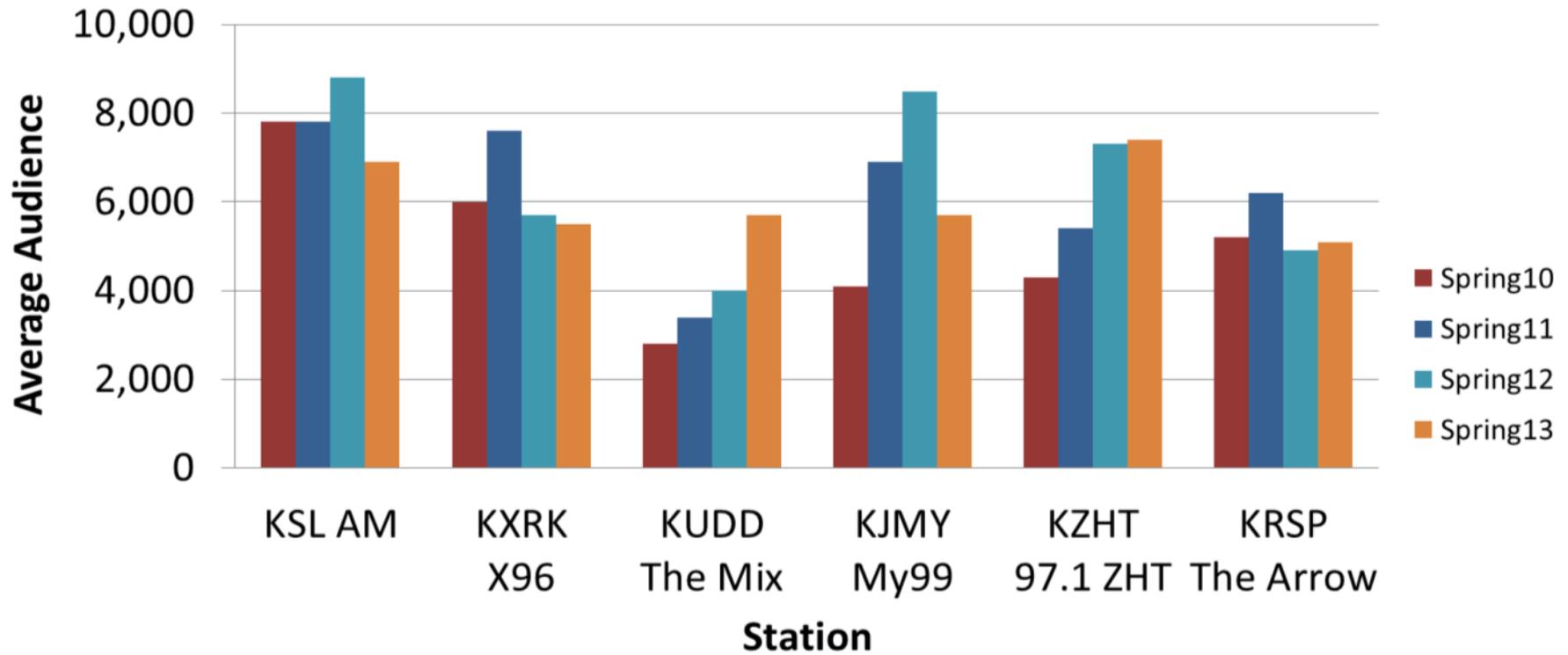
# Print Update

Who is reading the paper anymore?

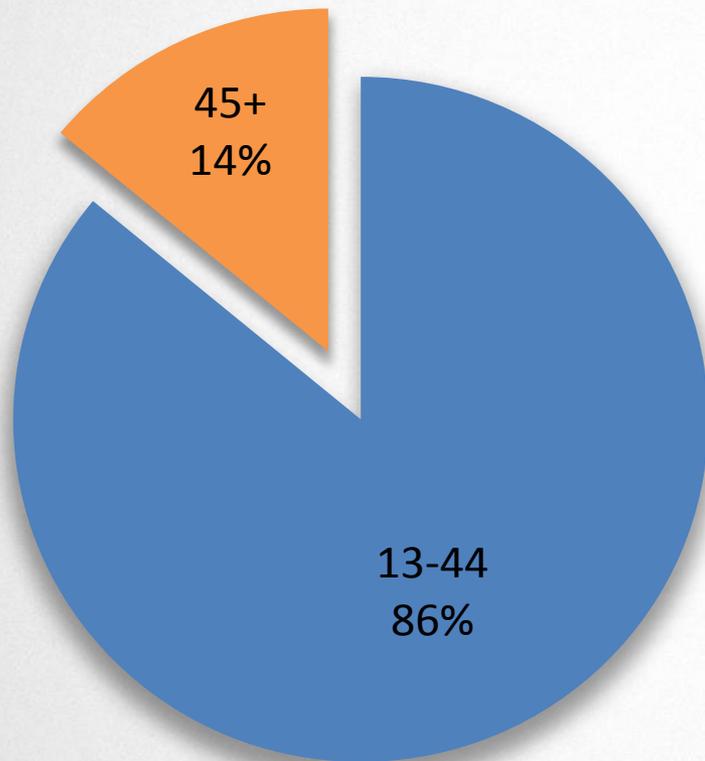


# Radio : Afternoon Drive (3 p.m. to 7 p.m.)

Adults 25 - 54



# Opening Pandora's Box



**379,000** weekly listeners in SLC DMA (Ages 13+)

**6hrs 17mins** average listening time per week

**1.8 million** thumb interactions weekly

# Local News Websites

Site	Unique Visitors	Monthly Views
KSL.com	5.3 million	285 million
DeseretNews.com	2.6 million	26 million
SLTrib	2.6 million	27 million
FOX13	766,767	2 million



**KSL.com is the #1 local media website in country.**

# Most Engaging Telecasts

*millions of tweets*

Super Bowl XLVII	24.1
2013 MTV Video Music Awards ~ Miley Cyrus performance	18
Breaking Bad Finale	17.3
Grammy Awards	14.1
2012 Summer Olympics ~ Closing Ceremony	11.7
Academy Awards	8.9
Presidential Debate	6.6



# Reach=Diversification



# Partnership with Miller Companies



# Olympics & Super Bowl Ratings

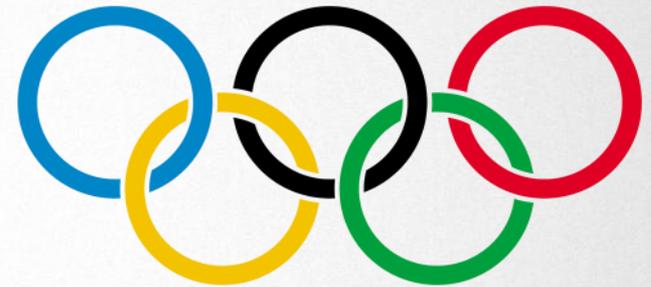


## Super Bowl

2013 – 47.2

2012 – 43.1

2011 - 38



## Winter Olympics

Vancouver 2010 – 21.9

Torino 2006 – 21.5

Salt Lake City 2002 – 35.9

# TravelWise Radio Ad

A photograph of two people in a radio studio. On the left is a woman with blonde hair, wearing a yellow cardigan over a white top and a colorful scarf. On the right is a man with a shaved head, wearing a light blue button-down shirt and dark trousers. They are standing in front of two professional microphones on stands. A wooden stool is visible behind the man. The background consists of dark acoustic panels.

Amanda Smith  
*Executive Director of DEQ*

Carlos Braceras  
*UDOT Executive Director*

“Twist”



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