



COURSE NUMBER

FHWA-NHI-130106C



COURSE TITLE

Communication Strategies for Bridge Preservation

Communication Strategies for Bridge Preservation (130106C) is a course that shares details on communication of bridge preservation program values, benefits and needs to stakeholders and the general public. This course starts with a lesson on identifying customers and stakeholders, specifically the identification of potential audience members and dividing these members into segments and the identifying what motivates them to action and assessing these segments. A lesson shares details on developing the message with a breakdown of the process into identifying critical activities in message design, the steps involved in designing a message, and strategies on avoiding common message design mistakes. In the lesson on communicating the message, critical activities in message delivery are identified, specifically the four steps in delivering a message and identifying common mistakes in message delivery. In the final lesson on performing market research, it shares typical methods transportation agencies use to track stakeholder opinions, details the phases in market research, and identifies effective marketing research techniques.

This course is the third course in the three-course Bridge Preservation Web-based Training (WBT) series which includes Bridge Preservation Fundamentals (130106A) and Establishing a Bridge Preservation Program (130106B). This course series covers areas such as concepts of bridge preservation; how to establish and maintain a good bridge preservation program; best practices; common treatments and strategies; and resource management strategies (in-house vs. contract). The goal of the Bridge Preservation WBT Series is to provide training to bridge owners and those that are responsible for managing and maintaining the bridge inventory on the principles of planning and implementing successful bridge management and preservation programs.

OUTCOMES

Upon completion of the course, participants will be able to:

- Determine the strategies required to identify an agency champion and the target customers and stakeholders for a bridge preservation program
- Recognize strategies for developing bridge preservation messages that capture values, benefits and needs, intended for highway infrastructure stakeholders and the general public
- Determine strategies for communicating bridge preservation messages that capture values, benefits and needs, intended for highway infrastructure stakeholders and the general public
- Summarize key activities involved in performing market research, as it applies to a bridge preservation program

TARGET AUDIENCE

The target audience for the Communication Strategies for Bridge Preservation WBT course is individuals involved in communications with highway infrastructure stakeholders and the general public.

TRAINING LEVEL: Basic

FEE: 2016: \$50 Per Person; 2017: N/A

LENGTH: 3 HOURS (CEU: .3 UNITS)

CLASS SIZE: MINIMUM: 0; MAXIMUM: 0

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