



**THE
GREEN
BUILD**


**Green Build
Community Communications
Update**

**Terminal Development Program
Board Committee Meeting
October 20, 2010**

Community Outreach

August – October 2010

- Construction Alerts:
 - Pile Driving Begins
 - East End of Spruance Road Temporarily Closed
 - T2 West Pedestrian Bridge Closed



Sign up for
airport
construction
alerts.

Digital Communications

Now reaching more than 5,100 residents and travelers – a 25% increase since July 2010



925 Fans

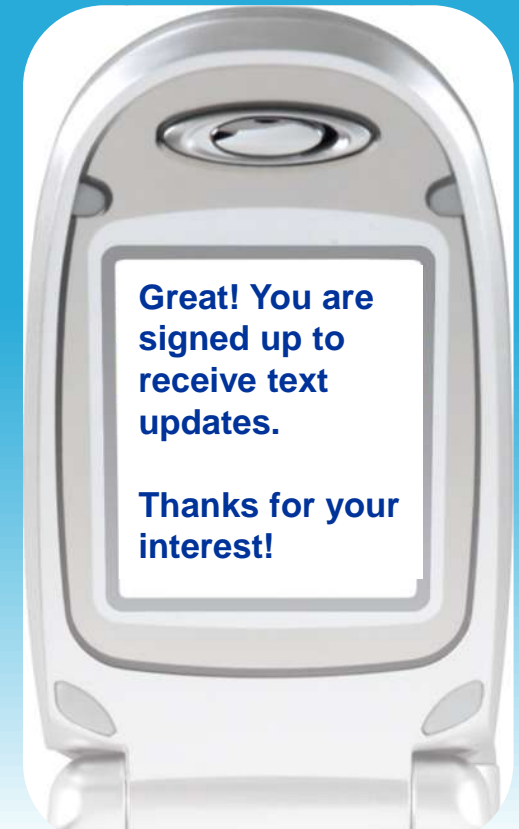
1,524
construction
alert sign ups



2,702 Followers
292 Lists

Mobile Text Alerts

- Launched text alerts as another way to reach travelers with important information:



Increased/Visible Construction Activity

- Additional parking space closures
- Terminal 2 roadway detour
- Terminal 2 West pedestrian bridge closure and demo



Q3 Public Outreach

- Ramp up public outreach to support increased construction activity:
 - SANews
 - Speakers bureau
 - Media relations
 - Economic impact
 - Job creation
 - Small biz success stories
 - E-alerts
 - Mobile website

