



**THE  
GREEN  
BUILD**

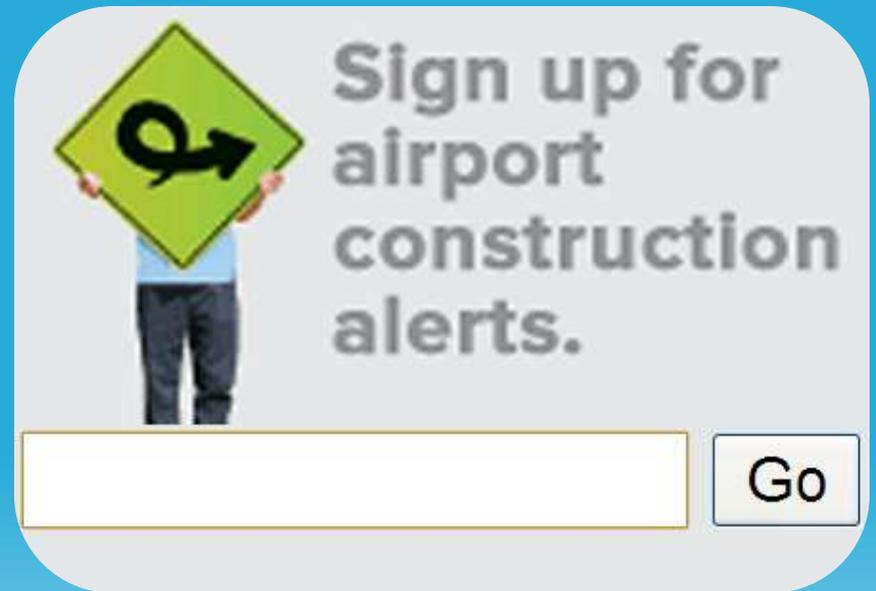
**Green Build  
Community Communications  
Update**

**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



# Digital Communications

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



925 Fans

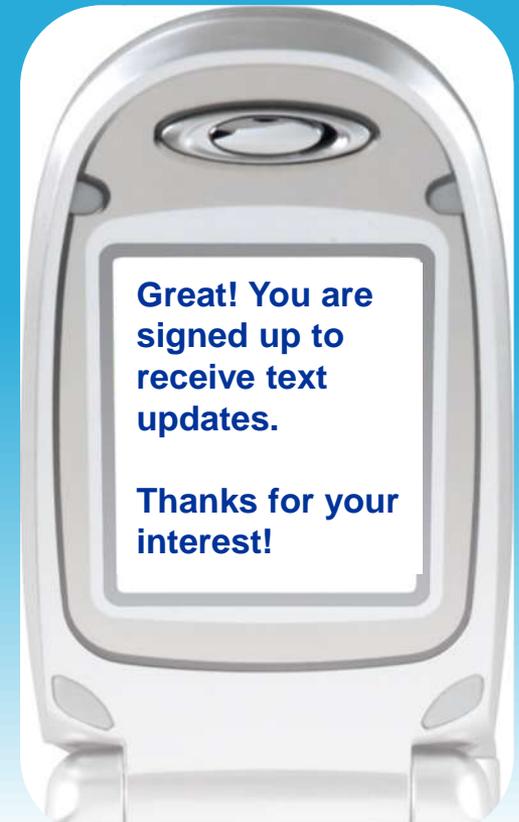
**1,524**  
construction  
alert sign ups



**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

