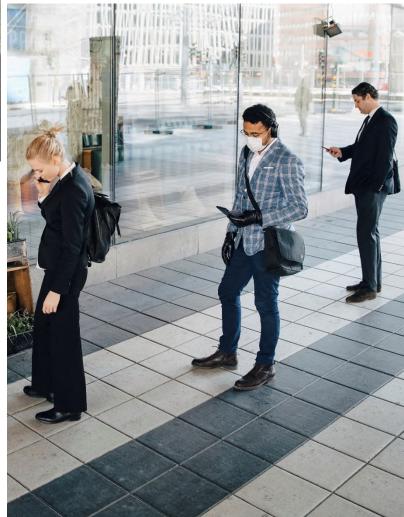




MDOT Office of Passenger Transportation May 2023 Tech Talk







Anne Cron, APR

- Lifelong Michigander
- Wife and mom of two girls (and a dog!)
- Leading communications for over 20 years
- Public Relations Association of America

"Leadership and learning are indispensable to each other"

- JFK, Nov. 22, 1963



Our time today

It doesn't have to be hard and it's so versatile! Let's dig into QR codes with the latest best practices for public transit!

- **01** QR Codes and Customers
- **02** QR Code Creation
- 03 Putting it into Practice



01 QR Codes and Customers

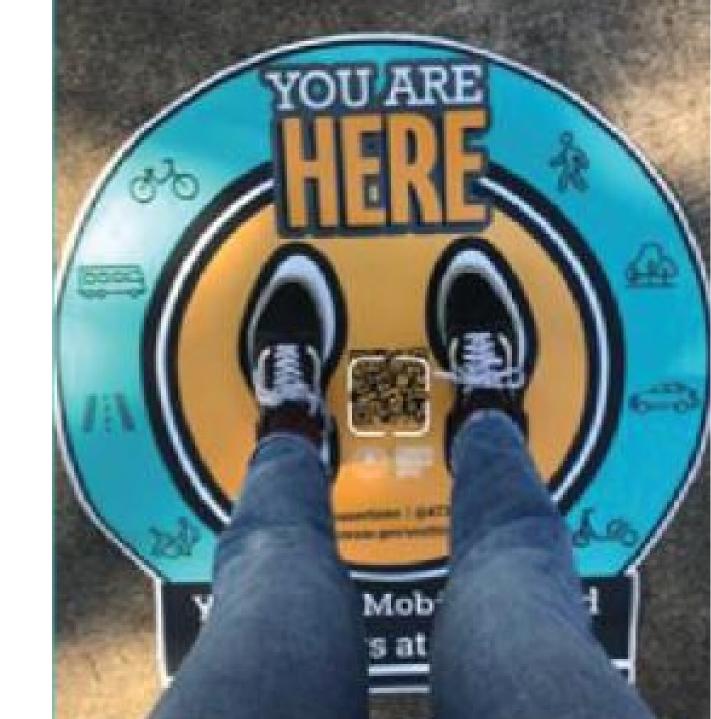
Best Practices for Public Transit

Best Uses for QR codes Payments

- Parking garages/spaces
- Tickets
- Reservations

Information

- Upcoming construction
 - Cyclists
 - Walkers
 - Neighbors



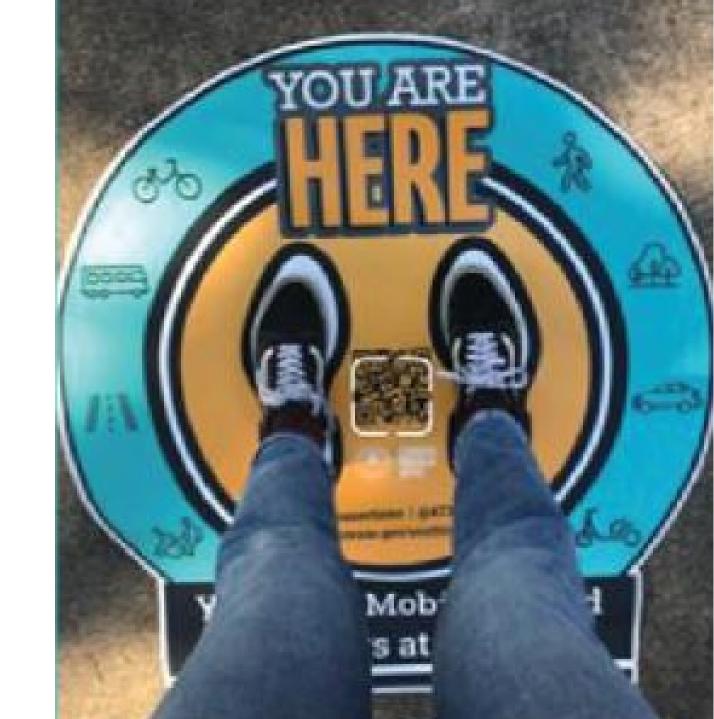
Best Uses for QR codes

Promotions

- Revenue Generation
- Good Will Programming
- Video
- Vendor/Partners

Engagement

- Surveys
- Newsletter/Outreach Material Links
- Sign-Up Sheets
- Online Forms



Your Ideas and Successes?

Let's make the most out of our session today and brainstorm together!





Pro Tips

- Always test the QR codes
 - When revising or recreating materials from existing materials or templates, take a moment to take a test run.
 - If QR codes are not "dynamic QR codes," expire, or were made using a client/project/company account that has lapsed in payment, the QR codes will expire.
- Create your own QR code in one central QR code generator
 - Consider skipping the use of platforms that auto-generate QR codes
 - It's too easy for tiny pieces to get lost when we're working on large, complex projects, and losing track of a QR code could lead you to have published materials out in the world with broken QR codes.



Pro Tips

- Pay for tracking!
 - It is very valuable to have reporting data on how many website visits have been generated by your QR codes and opens possibilities for A/B testing.
- Avoid more than one QR code on a design.
 - People get confused and visually overwhelmed.
- Do not place QR codes on a colorful, patterned, or low-contrast background.
 - This can prevent the code from scanning properly (i.e, removing the white background that the QR code comes with and placing it on a busy background).



Pro Tips



Security!

- QR codes can be changed with Sharpie pens or pasted over with QR code stickers to lead people to other, potentially malicious website links, although this is rare.
- Just in case, limit the use of QR codes to printed materials, digital materials, or posters with a low likelihood of vandalism or pranks.
- A gas station pump-top ad, bus stop ad, poster in a high school, or bank ATM ad might not be the best places for QR codes due to a combination of high traffic and moments of semi-privacy that result in high rates of vandalism.



02 QR Code Creation

Where? How? And How Much??

Resources

Free

- QR Code Generator
 - Pay options
- Adobe Creative Suite
 - Enables branding customizations and tracking (with a paid account) to see how many times your QR codes have been scanned.

Paid

- Beaconstac
 - Lots of customization.
 - Change the link without having to change the image.
- QR.IO
 - Customization
 - Tracking
 - Database



Recommendations?

Let the group know if you've found a QR Code Generator you love!



03 Putting it in Practice

Knocking the Roadblocks Away



Problem Solving

Comfort Level

- Provide some language to help like "Scan Me."
- Place in official communications so it is trusted.

One-Way Communication

- Ensure "Contact Us" is located on the sites you promote.
- Encourage dialogue in other ways.

Requires Internet Connection

- Be aware of WIFI limitations in prospective places.
- Offer other alternatives.

Consider Location

Remember – high traffic, semi-privacy can be a recipe for vandalism!



Questions?

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