**Public Information & Public Outreach**

Guide for Significant Construction Projects

in conformance with the attached Policy Statement No. E&C - 46

Goal: To proactively communicate project information to the traveling public and all Department stakeholders to minimize mobility inconvenience, and increase community awareness due to Construction work zone impacts.

Purpose: Public Information/Public Outreach (PI/PO) is a Department initiative for achieving a successful project with the primary focus on stakeholders’ satisfaction. PI/PO provides the traveling public the opportunity to make informed travel decisions and encourage the use of alternate routes to avoid Construction work zone delays.

1. PROJECT INFORMATION:
   * Contract No. XXXX-XXXX
   * Project Description
   * Location
   * Construction NTP
   * Anticipated Completion Date
   * Contract Value
   * Award Date
   * Contractor Information
   * Major Phases and Key Dates
   * Project Oversight (Name, Title, Phone No.)
     + DE
     + ADEC
     + TSE
     + PE
     + CI or RE
     + PI/PO Coordinator
2. STAKEHOLDERS (Ideally, these should be developed/identified in the Design phase):

FIRST TIER

* + Federal (FHWA, FTA, ACOE, Coast Guard)
  + DEEP
  + Office of Engineering
  + Office of Communication
  + Legislative Liaison
  + State Police (DESPP) (If applicable, contact FBI, Homeland Security, DEA, ATF, USS)
  + Town Police / Fire Department / EMS / Hospitals / Medical Facilities

SECOND TIER

* + Local Public Agencies (MPOs, Town / City)
  + Town Engineer / Commission
  + School District – Board of Education
  + Transit Providers
  + Local Businesses
  + Community Residents / Advocates
  + Bicycle / Pedestrian Associations
  + Special Events Organizer (Convention Centers, Concerts, Tournaments)

THIRD TIER

* + Elected Officials
  + State Representatives
  + State Senators
  + US Senator
  + US Representative

FOURTH TIER

* + Commodity Haulers (Trucking Industry, Freight Terminals)
  + Ports Authority
  + Airports
  + Railroads (MNRR, AMTRAK, etc.)

FIFTH TIER

* + News Media
    - Local Newspaper
    - TV Stations
    - Radio Stations
    - TRANSCOM

1. PROJECT PHASING IMPACTS ASSESSMENT (The majority of these assessments should be analyzed during the Design phase):
   * Traffic Delays due to TTCP and Staging Plans (Work Zone Impacts)
   * Traffic Operations Analysis of Volume Capacity, Queues, and Speeds
   * Construction Look Ahead Schedules
   * Safety Considerations (Motorists and Workers)
   * Adjacent Projects Coordination (Regional TMP)
   * Congestion at Intersections, Interchanges, Railroad Crossings, Geometrics
   * Planned Detour Routes and Neighborhood Impacts
   * Right of Way Issues
   * Businesses
   * Residences
   * Schools
   * Emergency (Hospitals, Fire States, EMS Responders)
   * Special Events (Travelers PGA golf tournament (provide correct name),Concerts, Arena events, Holiday Parades, etc.)
   * Adjacent Projects Coordination (Regional TMP)
   * Best Alternate Routes
   * Multimodal Transportations (Airports, Railroads, Ports, Buses)
   * Trucking Industry
   * Pedestrian and Bicycle Access
   * Utility Issues
2. COMMUNICATION STRATEGIES :
   * Electronic Informational Updates
     + Project Website (Include Project Branding with Logo and Name)
     + DOT Travel Map Webpage
     + E-Mails (Daily Traffic Notifications / Automatic E-Mails
     + TV / Radio Messages
     + FAX (obsolete?)
     + Social Media
     + DOT Webpage – Press Releases
   * News Media
     + News Reporters (One-on-One Visits)
     + Newspapers Display Ads
     + Media Kits
     + News Conference
     + News Media Project Site Visits
   * Public Notices and Inquiries
     + Neighborhood Announcements
     + Construction News Bulletins
     + Program / Project Announcements
     + Public Inquiries Telephone Line / Website
     + Questions and Answers on Frequently Asked Questions
     + Responses to Inquiries
   * Multi-Modal Printed Materials
     + Fact Sheet Handout
     + Project Fliers (Drop in Mailboxes)
     + Information Postcards
     + Project Brochures
     + Event Posters
     + Project Update Newsletters (Schedules, Staging, and Key Dates)
       - Weekly
       - Bi-weekly
       - Monthly
       - Quarterly
       - As Needed
     + Informational Photos and Video
   * Public Informational Presentations and Workshops
     + Information Meetings
       - One-on-One Meetings
       - Door-to-Door Delivery
       - Gathering for Presentations and Updating
     + Talking Points / PowerPoint Presentations
     + Project Tours (Public and Private Groups)
     + Question and Answer Sessions
     + Roundtable Sessions
     + Bus Placards
   * Scheduled Events
     + Ground Breaking Ceremony
     + Milestone Accomplishments
     + Dedication Ceremony
     + Ribbon Cuttings
     + Opening Ceremony
3. TARGET AUDIENCE INFORMATION SOURCES:
   * Pre-Trip Travelers (Project Website, TV Reports)
   * En Route Travelers (Radio, CMS / VMS)
   * Commuters (Local, Major Employers, Community Outreach
   * Non-Commuters (Tourist Facilities, Recreation Parks, Shopping Malls)
   * Commercial (Local Businesses; Long Distance Truckers, Intermodal Freights; Transportation Management Associations, e.g. MTAC, RITA, etc.)
   * Passenger Terminals (Airports, Ports, Rail Stations, Transit Buses, etc.)
   * Oversize / Overweight Loads – Permit Issued
4. CAMPAIGN MESSAGES:

* Project Specific Message Campaigns should cover:
  + Safety precautions for motorists
  + Advisory to minimize delay and frustration if motorist knows what to expect
  + How the Department cares about the disruptions
  + Asking the motorists for cooperation and acceptance of the temporary inconveniences
  + Highlight the project positives and benefits when completed
  + Periodic updates to gain public trust
  + Promoting the Project Positives

