**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

