

Section 11 - Public Communication Program

*PLEASE NOTE: The Public Information Specialist does not utilize Unifier. If PR-related information is required to be entered into Unifier, please also email the information to the Public Information Specialist. When using any HRSD letterhead documents, **ensure you have the most up-to-date Commission letterhead.** If mailing any documents, use the main office's address on envelopes.*

HRSD's Public Communication Program is intended to develop public awareness of planned projects and define the roles of project partners in engaging the community. This program includes standards; however, parts of this program may not be implemented if the HRSD Communication Department's staff determines a project will have minor public impact.

The following forms/formats shall be used in the administration of the project. The Project Manager (PM) and FIRM will provide a detailed project briefing to HRSD's Director of Communications and HRSD's Public Information Specialist and, utilizing the aide of the Public Communication Program Checklist, will determine the extent of the program's implementation and customize the forms/formats for each project. The FIRM may be requested to assist with additional documentation or public outreach needs deemed appropriate for a project or locality.

- Attachment A: Public Participation Program Checklist. Please complete the first section in grey prior to meeting with the Public Information Specialist.

1. **Engage with Locality Staff** - HRSD representatives (staff and/or FIRM) shall meet with representatives of the locality in which a project will occur to discuss the project and the method of delivery. The PM shall ensure appropriate information is forwarded to and received from a single point of contact throughout the project's life. This individual will be known as our locality partner (LP) or their designee. The FIRM shall attend these meetings throughout the design and/or construction phases.
2. **Alert Public Officials** – HRSD's PM or their designee will be responsible for ensuring project information is provided to our assigned LP. The FIRM may be requested to provide additional information and or respond by phone or in person for this effort throughout the design and construction phases.
3. **Identify Project Stakeholders** – The FIRM shall identify and compile a list of all parties or entities that may be affected by construction activities located along the project route requiring outreach/coordination during the project. This list shall include but is not limited to: civic leagues, residents, businesses, schools, school bus routes, churches, trash collection, road detours/closures, and mass transportation routes. The list shall contain the following: contact information, full address (physical and mailing, if different), phone, impact, and operating hours. This initial list shall be provided to the Public Information Specialist during the first design submittal (e.g. 30% design) for review and comment. The FIRM shall then log this list into HRSD's Unifier Enterprise Project Management System - Stakeholders List located under Reports.

- Attachment B: Stakeholder List - Template

4. **Participate in Public Open House/Community Meetings** – In a cooperative effort, HRSD will

assist each locality in fulfilling their public participation guidelines. If an informational public meeting is required by a locality, HRSD will request the locality to establish a date and time and secure a location for the meeting. Utilizing the advertisement submission schedule, ensure the specific advertisement deadlines outlined in the submission schedule will be met allowing time for public response. HRSD's Public Information Specialist or the Director of Communications, in the Specialist's absence, will advertise a Willingness to Hold an Informational Public Meeting (Open House) for a project when a locality requests it. If an additional notification is to be mailed, at the request of the locality, the expectation will be that the locality will print and mail the project notice provided by HRSD to the addresses identified by the locality and in the locality's records (as resident and property owner, if different). HRSD's staff and the FIRM will attend and present the project information in an Open House format. If needed, HRSD representatives (staff and/or FIRM) will also meet with civic leagues or business associations at their request to discuss the project.

- Attachment C: Willingness to Hold
- Attachment D: Informational Open House Advertisement sample
- Attachment E: Open House Notice to the Public – Template*
- Attachment F: Open House Requirements
- Attachment G: Open House Sign-In Sheet
- Attachment H: Open House Comment Card
- Attachment I: Advertisement Submission Schedule
- Project Display Board – see Public Information Specialist for sample boards

5. Virtual Presentation for Open House – The virtual presentation will be used in addition to an in-person Open House to allow the public to view the information and provide feedback if they cannot attend the in-person Open House. Please refer to Open House Requirements (Attachment F) for virtual presentation requirements.

- Attachment J: Virtual Presentation Example

6. Establish a Project Website – HRSD will establish a page on its website for each project of specific public interest or impact. The FIRM shall be responsible for compiling the information needed using the HRSD provided templates. The information provided shall include an overview, schedule, the project team, contact information, a list of roads affected and separately, a list of project-specific frequently asked questions and a project map. HRSD's Public Information Specialist and PM will review the information before it is uploaded to the website. The FIRM shall submit these documents to the Public Information Specialist, the month prior to, and no later than the month of, the project being taken to the HRSD Commission for approval.

- Attachment K: New Project Webpage – Template
- Attachment L: New Project FAQs – Template
- Attachment M: New Project Map - Template
- Attachment N: Alternate Neighborhood Overview Map - Template

7. Website Updates – Updates to the project webpage are expected at the end of each month once staging/construction has begun. In the last week or two of each month (depending on holidays), expect an email from the Public Information Specialist. An email will be sent to each Project Manager that has projects that are currently on the website, along with the project schedule and most recent update that the PM can edit/update. The PM can then reply to the email with the

updates to those projects for that month to include any updated project maps.

8. **Stakeholder Updates** – The website is now equipped with a button allowing stakeholders to sign up to receive notifications when a project webpage is updated. Once the project page is added to the website, the FIRM shall send an email to the stakeholders notifying them of how to sign up to receive project update notifications. This activity should occur within two business days of being notified by HRSD staff that the project has been placed on the website. The FIRM shall log these email notifications using HRSD’s Unifier Enterprise Project Management System – PR Notifications located under Reports.

- Attachment O: Stakeholders Notification Update

9. **Distribute Project Introductory Notice to Neighbors** – HRSD’s Public Information Specialist, PM, and FIRM will work collectively to draft project notices to be distributed to businesses and residences affected by a project. The FIRM is responsible for the distribution of the HRSD Communication Department’s approved notice by the FIRM’s staff a month prior to staging or any construction activities. Work shall not be permitted to begin until these notifications have been distributed a minimum of thirty (30) calendar days in advance. The FIRM shall log this distribution into HRSD’s Unifier Enterprise Project Management System - PR Notifications located under Reports.

- Attachment P: Project Introductory Notice to Neighbors – Template*

10. **Post Project Signs (If Applicable)** – When working on City assets and when required by the locality, standard signs shall be placed at strategic locations in a neighborhood to notify the public that an HRSD project is underway and provide contact information. The Public Information Specialist will approve the sign display order, and the contractor shall place the order, pick up, pay for, and install the signage at the site(s) as defined by the Public Information Specialist or the locality prior to the start of construction.

- Attachment Q: Project Sign-Sample
- Attachment R: HRSD Standard Signage-Sample
- Attachment S: HRSD Sign & Base Specifications

11. **Construction Update Notices** – notices are developed by the FIRM, utilizing HRSD’s approved templates, and provided to the Communications Department for review fourteen days prior to any work commencing in the affected area. The FIRM shall ensure the distribution of notices to all affected residences and businesses, by the contractor, seven days prior to any work occurring in the affected work area. Work shall not be permitted to begin until these notices have been distributed, confirmed by HRSD, and the FIRM has logged the notice into HRSD’s Unifier Enterprise Project Management System – PR Notifications located under Reports. Coordination of this effort will take place with the Public Information Specialist and requires HRSD Communication Department approval and, if requested, an additional five (5) business days to prepare notices.

- Attachment T: Construction Update Notices – Template

12. **Additional Notices** – Notices advising affected properties of disruptive activities shall be distributed seven (7) days before the work begins by the FIRM. Additional notice may be required 24 hours prior, the morning of work, and once completed as directed by HRSD. The

FIRM shall be responsible for drafting the notices, utilizing HRSD's approved templates, and providing to the Communications Department for review fourteen days prior to the work beginning.

The contractor will be responsible for distribution of the notices to the public. The FIRM shall ensure work will not begin until these notices have been distributed, confirmed by HRSD, and logged into HRSD's Unifier Enterprise Project Management System – PR Notifications located under Reports. Coordination of this effort shall take place with the Public Information Specialist.

- Attachment U: CCTV Inspection Notice *
- Attachment V: CCTV Notice with Cleaning and Inspection *
- Attachment W: Smoke Testing Notice
- Attachment X: Smoke Testing Notice-Door Card Hanger
- Attachment Y: Survey Notice *
- Attachment Z: Survey Notices – Mailing and Tracking Log
- Attachment AA: Lateral Work Notice *
- Attachment BB: Reminder Notice to Neighbors-Day Before Work: cleaning, inspection, lateral, etc.
- Attachment CC: Completed Work Notice to Neighbors-Work Adjacent to Home: cleaning, inspection, lateral, etc.
- Attachment DD: Geotechnical Borings Notice-Example *
- Attachment EE: Unplanned Power Interruption Notice
- Attachment FF: Unplanned Water/Sewer Service Interruption Notice
- Attachment GG: Project Closeout Notice

13. **Post Variable Message Boards (VMB)** – VMB's shall be utilized in areas with high traffic counts, main thoroughfares, and cut-throughs or when deemed necessary to reach a larger audience. The VMBs shall be set up one-to-two weeks in advance of any work and located in a manner to advise affected traffic in all directions. In most cases, an accepted three-screen message would detail: [1] the type of work to begin (road work, utility work, overnight work, milling and paving), [2] the expected date range of the work, and [3] additional information if identified (flaggers, lane shift, lane closed). The use of, timing, and messaging of VMBs will be coordinated with the Public Information Specialist and PM.

14. **Traffic Advisories/Media Releases** – HRSD's Director of Communications or the Public Information Specialist, in the Director's absence, will draft media releases and traffic advisories when needed. These will be coordinated with and forwarded to the locality's media contact or designee for their internal distribution and use. Traffic advisories need to be distributed 24 hours ahead of any detours occurring. Please ensure the Public Information Specialist has the date range of the detour as well as the approved traffic control map to aid in the creation of the traffic advisory. Allow up to a week of time for creation and review of the advisory prior to distribution. If the planned detours are delayed, the PM or FIRM must inform the Communications Department of any date changes ahead of the advisory distribution.

- Attachment HH: Media Release – Traffic Advisory Example

15. **Response to Public and Media Inquiries** – All media inquiries received shall be directed to contact HRSD's Director of Communications or Public Information Specialist, in the Director's absence. The FIRM shall address any public inquiry with courtesy and then forward to the Public Information Specialist for additional assistance, if needed. HRSD and the FIRM will strive for

same-day response during business hours and to reply no later than the next business day to after-hours inquiries. The FIRM will be requested to provide information and/or respond to the inquiring party and to track and log these inquiries using HRSD's Unifier Enterprise Project Management System – Citizen Inquiry Log located under Reports. The FIRM shall verify that all inquiries or concerns have been resolved, recorded, and marked as closed in Unifier Enterprise Project Management System before closing out the project. Media guidance will be provided to the project team by the Director of Communications at the beginning of each project or as requested from the project team. HRSD wallet size media/project inquiry cards will be provided for field staff to carry and provide to the media or any public inquiry beyond their expertise or, are uncomfortable responding to.

- Attachment II: Media Card Example (Media/ Project Inquiries)

16. **Social Media Mini Updates** may be requested throughout a project during sensitive and highly visible work or once reaching large milestones or completion. Coordinate with the Public Information Specialist and HRSD's PM for the need for these updates. When requested by HRSD, these updates shall consist of several photos of the relevant work at the job site, corresponding captions, and a brief (100 words or less), non-technical, simplified explanation of the activity taking place within the photos. This is a non-technical update intended for the general public to keep them informed of the project and shall be worded so the activity can easily be understood by the public.