

XII. Public Participation Program

- A. Introduction – HRSD’s Public Participation Program, outlined below, is intended to develop public awareness of planned projects and define the roles of project partners in engaging the community. This program includes guidelines 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. Most are available in electronic format. HRSD’s Director of Communications, Community Relations Liaison (CRL) and Project Manager (PM) will work with the FIRM to 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.

Public Participation Program - Below are detailed explanations and forms/formats to be used for each step in the program.

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. 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. This initial list shall be provided to the CRL during the first design submittal (e.g.; 30% design) for review and comment.
3. Participate in Public Open House/Community Meetings – In a cooperative effort, HRSD will assist each locality in fulfilling their public participation guidelines. If a 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 Director of Communications or the CRL, in the Director’s absence, will advertise a Willingness to Hold a Public Meeting and/or a Public Meeting 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.

- a. Sample – Willingness to Hold
 - b. Sample – Public Meeting Advertisement
 - c. Open House Notice to the Public – Template*
 - d. Public Meeting Requirements
 - e. Sample - Project Sign-In Sheet
 - f. Sample - Project Comment Sheet
 - g. Project Display Board – see CRL for sample board (s)
 - h. Advertisement Submission Schedule
4. Alert Public Officials – HRSD's PM or their designee will be responsible for ensuring project information is provided to our assigned LP. The LP will then provide the information in accordance with their internal process. 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.
5. Distribute Project's Introductory Notice to Neighbors – HRSD's Director of Communications, CRL, PM and FIRM will work collectively to draft project notices to be distributed to businesses and residences potentially impacted by the work within the project limits. The FIRM is responsible for ensuring the distribution of the HRSD Communication Department's approved notice by either the Contractor or FIRM's staff 30 calendar days prior to Contractor mobilizing to the work site. Construction work will not be allowed by HRSD until verification of the distribution of these notifications by the FIRM. The FIRM shall log this distribution into HRSD's Unifier software - PR Notifications located under Reports. The coordination of this effort shall occur with the CRL. The CRL will coordinate posting this notice to the HRSD project website.
- a. Project Introductory Notice to Neighbors – Template *
6. Post Project Signs – Standard signs shall be placed at strategic locations in a neighborhood, when working on City assets and required by the locality to notify the public that an HRSD project is underway and provide contact information. The CRL will design 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 CRL or the locality prior to the start of construction.

- a. Sample – CIP Project Sign
 - b. Sample – HRSD Standard Signage
 - c. HRSD Sign & Base Specifications
7. Establish a Project Website – HRSD will establish a page on its website for each project. 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 and contact information, a list of roads affected and separately, a list of project specific frequently asked questions, and a project map. HRSD’s CRL and PM will review and format the information before it is uploaded to the website.
- a. New Project Webpage – Template
 - b. New Project FAQs – Template
 - c. New Project Map - Template
 - d. Wet Weather/Locality Program Neighborhood Map - Template
8. Issue Media Releases – HRSD’s Director of Communications or the CRL, 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.
- a. Sample – Media Release – Traffic Advisory
 - b. Sample – Media Release – Incident Statement
9. Response to Public and Media Inquiries – All media inquiries received shall be directed to contact HRSD’s Director of Communications or CRL, in the Director’s absence. The FIRM shall address any public inquiry with courtesy and then forward to the CRL 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 by phone, email or in person for this effort, and to track and log these inquiries using HRSD’s Unifier software – Citizen Inquiry Log located under Reports.
- 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.
- a. Sample – Media Card (Media/ Project Inquiries)
10. Provide Project Updates

- a. Website updates shall be completed by the 24th of each month or whenever there is significant information to share. The FIRM shall upload this information using HRSD's Unifier software – Website Update Log located under Reports. HRSD staff will then complete the process.
- b. Website Mini Updates may be requested anytime throughout a project during sensitive and highly visible work or once reaching large milestones. These updates shall consist of several photos of the relevant work at the job site and a brief (150 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. Coordination of this effort shall take place with the CRL.
- c. Construction Update Notices/Flyers shall be developed by the FIRM, utilizing the HRSD's approved templates, and provided to the Communications Department for review 14 calendar days prior to any work commencing in the affected area. The FIRM shall ensure the distribution of notices to all affected residences and businesses, either by the Contractor or by the FIRM, 7 calendar days prior to any construction 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 Software – PR Notifications located under Reports. HRSD staff will post the notices to HRSD's website. Coordination of this effort will take place with the CRL and requires HRSD's Communication Department's approval and if requested, an additional 7 calendar days to prepare notices.
- d. Additional Notices – Notices advising affected properties of disruptive activities such as, but not limited to: water or service disruption; smoke testing; survey work; closed circuit television (CCTV) inspections; evening construction; or loss of parking shall be distributed 7 calendar days before the work begins by either the Contractor or the FIRM. Additional notice may be required 48 hours prior, the morning of work and once completed as directed by HRSD. The FIRM shall be responsible for drafting the notices, utilizing the HRSD's approved templates, and providing to the Communications Department for review 14 calendar days prior to the work beginning. The Contractor or the FIRM will be responsible for distribution of the notices to the public. The FIRM shall ensure no work will begin until these notices have been distributed, confirmed by HRSD and logged into HRSD's Unifier system – PR Notifications located under Reports. Coordination of this effort shall take place with the CRL.
- e. Stakeholder Email Updates will be generated and sent monthly to identified interested parties. A list of such shall be collected and maintained by the FIRM based on the stakeholder list, public

meetings, inquiring parties, etc. The FIRM shall send an email to these identified interested parties with a link to the HRSD project page once the monthly website update has been processed by HRSD staff. This activity should occur within two (2) business days of being notified by HRSD staff that the website has been updated. The FIRM shall log these email notifications using HRSD's Unifier Software – PR Notifications located under Reports. Coordination of this effort shall take place with the CRL and after the website monthly updates have been processed.

- 1) Website Update, Unifier
- 2) Construction Update Notices – Template
- 3) Additional / Specialty Notices – Templates *
 - a) CCTV Notice
 - b) CCTV Notice with cleaning and inspection
 - c) Smoke Testing Notice and Door Knob Hanger
 - d) Survey Notice
 - e) Reminder Notice to Neighbors (one week/48 hour)
 - f) Reminder Notice to Neighbors (day of work)
 - g) Completed Work Notice to Neighbors
 - h) Project Closeout Notice
- 4) Stakeholders Email Updates

11. Coordination with Locality Public Information Staff – HRSD's Director of Communications and the CRL will make all project materials available to the locality for use on its outreach platforms and allow links to the HRSD website.

*Note-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 street address on envelopes.