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## 4.0 PUBLIC INFORMATION

This Section 4 includes the requirements for the public information Work for the Region 2 Bridge Bundle project (Project). This Work shall be completed in accordance with the Contract Documents.

Public Information represents timely, relevant, and context-sensitive communication and is a critical component of the Project. The Public Information Manager (PIM) shall demonstrate a commitment to these values and to developing a comprehensive public information program, working closely with the Contractor and the Colorado Department of Transportation (CDOT), specifically the CDOT Regional Communications Manager (RCM) and CDOT Project Public Information Manager (PPIM).

### 4.1 Administrative Requirements

#### 4.1.1 Staff Requirements

The Contractor shall provide the name, credentials, and contact information for the selected PIM to CDOT prior to First Notice to Proceed (NTP1).

The PIM and any additional contracted staff members shall comprise the communications team. The PIM shall submit to CDOT for Acceptance, the names and resumes of additional members of the communications team and identify their assigned roles and responsibilities prior to NTP1. The PIM shall also provide a list of any specialists who will be a part of the communications team.

The PIM shall be responsible for overseeing Contractor communications during Project construction. The team shall be available at all times during Project Work hours, shall be on call after Work hours, and shall be available to respond to emergencies within 30 minutes of notification.

The PIM and/or the communications team may be housed at the Contractor's project office or may be located off site for the duration of construction.

#### 4.1.2 Staff Coordination

The PIM or a member of the communications team shall participate in the Contractor's weekly status meetings and in task force meetings, as described in Book 2, Section 2. At the meetings, the PIM shall be prepared to discuss weekly communications issues and work with the CDOT RCM and CDOT PPIM to provide recommendations for public messaging of Project events and updates that may have significant impacts on the general public or surrounding community.

The PIM shall maintain communications with the CDOT RCM and CDOT PPIM regarding all aspects of public information and communications related to the Project.

#### 4.1.3 CDOT RCM and CDOT PPIM Responsibilities

The CDOT RCM and CDOT PPIM are responsible for approving the development and dissemination of all Project public information and communications related to the Project vision and Project implementation.

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CDOT will review the information provided by the PIM regarding Project implementation, such as informing the public about any upcoming maintenance, operations issues, phasing, traffic impacts, major milestones, budget, etc. The PIM shall work with the CDOT RCM and CDOT PPIM to develop the messages and materials, and the CDOT RCM and CDOT PPIM will have final approval before the information is disseminated.

The CDOT PPIM will distribute all public information materials per CDOT's processes.

#### **4.1.4. PIM Responsibilities**

The PIM shall be responsible for developing and communicating information related to Project construction, including details about construction Activities, detours, lane closures, ramp closures, lane height and width reductions, access impacts, information resources available, and other Activities that affect the public, residents, and businesses.

The PIM shall be responsible for supporting communications to the CDOT PPIM related to the operations of the Roadway during Project construction.

The PIM shall obtain approval from the CDOT RCM and CDOT PPIM prior to making any information public.

## **4.2 Communications Onboarding with CDOT**

The PIM shall complete and submit the online Project onboarding form to the CDOT Office of Communications at <https://form.jotform.com/71167524405150>. The online form ensures the development and delivery of public communications tools for the Project. The online form provides the most current resources available from CDOT to set up Project communications tools, such as website updates, contact tracking, newsletter accounts, etc. The online form also provides a checklist of required deliverables, which shall be updated throughout the duration of the Project.

## **4.3 Communications Plans**

The PIM, in coordination with the CDOT RCM and CDOT PPIM, shall prepare and maintain the following communications plans to support robust, two-way communications during each phase of the Project:

1. Public Information Plan (PIP)
2. Crisis Communications Plan (CCP)

The initial plans shall be submitted to CDOT for Review within 30 Days following the First Notice to Proceed (NTP1). The final plans shall be submitted to CDOT within 7 Days following CDOT review of initial plans for Acceptance. The PIM shall update each plan and submit them to the CDOT Project Manager for Acceptance on a quarterly basis or when requested by CDOT.

Each plan (PIP and CCP) shall include Project milestones, planned communications strategies, outreach strategies, and identification of any public information issues.

Each plan (PIP and CCP) shall define the roles and responsibilities of the CDOT RCM, CDOT

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PPIM and the PIM. Roles and responsibilities are described in the following subsections.

#### **4.3.1. Public Information Plan (PIP)**

The PIM shall prepare and implement a PIP in coordination with the CDOT RCM and CDOT PPIM that supports two-way communication of Project information with the public and other stakeholder groups. The PIP shall include the details described in the following subsections.

As significant components of the PIP, there are categories of information that shall be communicated and coordinated between CDOT and the Contractor. These include the following:

1. The Vision of the Project

Answers to questions such as why the Project is needed, what work will be done, how the Project will benefit customers, how the Project fits into the community, and how the Project fits into broader transportation plans.

CDOT and the Contractor will provide the Project vision information to the public, as well as the related Project details (phasing, traffic, impacts, etc.). Working through the CDOT PPIM, the CDOT PPIM must first approve all information that is to be made public.

2. The Project's Progress

CDOT and the Contractor shall provide ongoing messages to keep the public and other stakeholders informed about the Project including the schedule, traffic impacts, major milestones, budget, etc. The Contractor shall work with CDOT to develop the messages and CDOT will have final approval before the messages are disseminated.

3. Coping During the Project Work

Coping information helps the public deal with inconveniences caused by the Project, such as details regarding detours, lane closures, closed ramps, bridge restrictions and access impacts, information resources available to the public, including Demand Management (TDM) strategies, and other Activities that affect residents and businesses.

The Contractor's PIM shall coordinate with the CDOT PPIM to provide coping information to the public, including utilization of the checklist according to requirements of Book 2, Section 16 – Transportation Management Plan.

The Contractor shall be accessible 24 hours a Day, 7 days a week, for Activities associated with public information and shall have experience in this area. The Contractor shall provide contact information, including home, fax and mobile numbers, and email addresses to CDOT for Acceptance (which may include Directors of Communication, Project Managers, and the appropriate Public Information Officer) at NTP1. The Contractor shall hold weekly coordination meetings with CDOT and CDOT's PPIM to provide Project schedule, accomplishments, and planned Activities, for the upcoming week.

The Contractor's final PIP shall be submitted to CDOT for Acceptance within 7 Days following CDOT review of initial submittal of PIP.

#### **4.3.1.1 Public Information Approaches and Tools**

The PIP shall include a variety of strategic and context-sensitive public information

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approaches and tools to ensure that the public and stakeholders have the necessary information about the Project schedule, progress, construction information, updates, and traffic coping messages; and to address specific issues as they arise.

#### **4.3.1.2 Stakeholder Contact List**

The PIM shall compile a master distribution list of contacts to be used for general public information, publications, informational flyers, and digital/online newsletters. This list or database shall be presented to the CDOT RCM and CDOT PPIM for Acceptance prior to NTP2.

Through the PIM's data-gathering process, the PIM shall assist CDOT in supplementing and updating the Project contact database.

The CDOT RCM and CDOT PPIM has identified key stakeholder groups as audiences requiring ongoing, coordinated outreach. The stakeholder groups include, but are not limited to:

1. All impacted regional counties in Colorado.
2. All impacted regional municipalities in Colorado.
3. Local, regional, and state government elected and appointed officials.
4. South Central Transportation Planning Region (TPR), Southeast TPR and Central Front Range TPR.
5. Emergency response agencies, such as the Colorado State Patrol, local police, local fire departments, ambulance service providers, and hospitals.
6. Area businesses.
7. Regional tourism organizations.
8. Regional economic development organizations.
9. Local Utility companies.
10. Local public school districts and private schools.
11. Local and regional transit services, such as public/city operated or privately operated companies.
12. Area neighborhood associations or groups.
13. US Department of the Army Fort Carson Pinyon Canyon Maneuver Site
14. CDOT employees and other internal team members, including CDOT Headquarters, the Office of Communications, the Office of Policy & Government Relations, and the Division of Transit and Rail.

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15. Other transportation construction projects in the area.

16. The traveling public.

### **4.3.1.3 Community/Business Relations**

The PIP shall include community and business relations strategies that communicate Project updates and coping messages. Communication strategies shall focus on providing the community and businesses with the information needed to make short-term and long-term decisions about how to cope with the Project construction with as little disruption as possible. Each strategy shall be uniquely tailored to the individual stakeholder group and shall identify the location or region of the stakeholder group(s); what information is needed and when; and tools to be used for dissemination, such as one-on-one meetings; additional research; multilingual communications; regular calls or contact, etc.

Special consideration shall be given to communications related to the specific issues described in the following sections.

#### **4.3.1.3.1 Bicycle, Pedestrian, Handicapped Mobility, Recreational, and Other Access**

The PIM shall clearly define and communicate to the public and other associated stakeholder groups the Contractor's plans for maintaining bicycle access, pedestrian access, recreational access, and mobility for persons with disabilities.

#### **4.3.1.3.2 Public Transit Access**

The PIM shall work with local public transit programs or private companies to clearly define and communicate to the public and other associated stakeholder groups the Contractor's plans for maintaining access to transit services.

#### **4.3.1.3.3 Access to Local Schools**

The PIM shall work with the public school districts and private schools to define and communicate plans for maintaining bus and vehicle access.

#### **4.3.1.3.4 Access to Businesses**

The PIM shall work with businesses directly impacted by and adjacent to the Project to define and communicate plans for maintaining vehicle access to businesses during business hours.

#### **4.3.1.3.5 Access to Residences**

The PIM shall work with residents and neighborhoods directly impacted by and adjacent to the Project to define and communicate plans for maintaining vehicle access to residences at all times.

#### **4.3.1.3.6 Utilities**

In addition to the requirements of Book 2, Section 7, for communicating with the Utility Owners, the PIM shall communicate the scheduling of Utility Work performed by the Contractor or the Utility Owner and its impacts including but not limited to traffic, disruption to

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service, access to individual property owners, and the traveling public.

#### **4.3.1.3.7 Noise**

The PIM shall communicate the scheduling of high noise activities, particularly noise caused by potential nighttime work, to individual property owners and impacted communities.

#### **4.3.2. Media Relations**

The PIP shall include CDOT’s required protocol related to media contacts. During the Project, the PIM shall immediately notify the CDOT Project Manager of all media requests and of any situations involving the media. The CDOT RCM and CDOT PPIM will handle all media inquiries and media requests but shall require the PIM or the communications team support to gather response information.

The PIM shall arrange and coordinate for the availability of Contractor project managers, supervisors, and other project area experts to assist in responding to media requests. The PIM shall assist in requests for media Site visits and adhere to media deadlines when possible. The PIM, when requested by the CDOT RCM, shall also be prepared to act as the project spokesperson.

#### **4.3.3. Governmental Relations**

The PIP shall include CDOT’s required protocol related to governmental relations. Throughout the duration of the Project, all communication requests received by the PIM from governmental entities shall be immediately referred to the CDOT RCM (not including those requests related to project management or coordination for Permits, or related to the Contractor’s responsibilities under the Contract Documents). The PIM shall assist in providing timely information to governmental entities regarding construction Activities and shall participate in governmental entity meetings as requested.

#### **4.3.4. Public Information Outreach Tools**

The PIP shall outline the public information outreach tools to be developed and implemented by the PIM. The PIM shall provide a public information tool box that has flexibility and ability to meet the needs of different stakeholder groups. The PIM shall monitor the tool box and coordinate with the CDOT RCM and CDOT PPIM to ensure that the tools employed during the Project are effective. The PIP shall include the tools described below, but are not limited to this list. The need for language translation or interpretation of any of these tools shall be evaluated by the PIM in coordination with the CDOT RCM and CDOT PPIM.

##### **4.3.4.1 Public Information Office, Telephone Hotline, and Email**

The PIM shall establish a public information office equipped with a telephone, voicemail, and computer. The public information office may be located off site.

The PIM shall set up a local telephone hotline with voicemail and be submitted to CDOT for Acceptance prior to NTP2. The voicemail greeting for the Project information hotline shall be recorded in English and Spanish and provide an updated message each week, or each day

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when necessary. The message shall contain forthcoming activities on the Project and the Project's completion date. The hotline must allow the recording of a message from the caller if the PIM or a Communications Team member is unable to answer the hotline. The PIM or a Communications Team member shall check and respond to voicemail messages throughout each day that construction operations and lane closures are in place. On days when construction operations and lane closures are not in place, the PIM or Communication Team member shall respond within 24 hours, if the initial call occurs outside normal working hours, including weekends.

The PIM shall set up an email account specific to the Project. The PIM or a communications team member shall check and respond to email messages throughout each day that construction operations and lane closures are in place or within 2 business Days in the event of high volume situations (in excess of 25 public contacts per day).

#### **4.3.4.2 Contact Tracking**

The PIM shall enter inquiries, complaints, and comments received through the telephone hotline, email, public meetings, website, and other outreach activities, along with follow-up action taken. All inquiries and complaints shall be followed up with a return phone call or email from the PIM within the time frames indicated in Table 4-1. The PIM shall utilize CDOT's "Dialog", a web-based contact and issue tracking database, as outlined in Section 4.2. The PIM shall generate a report from "Dialog" and submit it to CDOT for Review each week. If "Dialog" reports are unavailable, the PIM shall provide the report in an alternative format such as Microsoft Excel spreadsheet.

#### **4.3.4.3 Photos/Videos**

In addition to the photos and videos required by the Contract per Book 2, Section 2, the PIM shall take and submit digital photos/videos of the Project Work for use in reports to agencies, social media, and collateral materials. A smart phone camera is permitted. Photographs/videos may include traffic control, paving, slope repair, erosion control, structure Work, and other key areas of Work identified by the Contractor or the CDOT RCM and CDOT PPIM. A minimum of 10 photographs/videos shall be submitted each month to CDOT or as requested by CDOT.

#### **4.3.4.4 Public Meetings and Special Events**

The PIM shall coordinate with the CDOT RCM and CDOT PPIM for at least 3 public meetings at Project milestones, as follows:

1. Meetings at least 2 weeks prior to Project construction start on each highway corridor (CO 9, US 350, US 24, and CO 239).
2. One meeting or special event at Project completion.

Additional meeting(s) may be held at the Contractor's discretion with the approval of CDOT. CDOT may require additional public meetings.

The coordination shall include the development of method and content of visual displays for the meeting.

*Special Events.* PIM shall plan, coordinate and execute with the CDOT RCM and CDOT PPIM a special event announcing the completion of the project. Local elected officials,

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community members, stakeholders, project team and the media will be invited to attend event.

Public meetings and special events shall be an open house format. Participants shall include Key Personnel from the Contractor and CDOT. Meetings shall be held locally at a convenient location that will accommodate attendance by local elected officials, city/county staff, other surrounding local agencies, businesses, residents, and the traveling public.

If pandemic precautions and guidelines prevent in-person gatherings, virtual events may be substituted. Decisions to have in-person or virtual meetings will be made by the CDOT RCM and CDOT PPIM.

The PIM shall assist the CDOT RCM and CDOT PPIM in developing materials that will be used to publicize the meeting(s) through media advisories and press releases; website; emails; advertisements or inserts in local newspapers or newsletters; flyers; mailers; and social media.

The focus of the meetings will be to inform attendees of Project plans, schedules, and updates and to provide instructions on how to receive information or and digital/online newsletters (if any) about the Project, via an email address list such as CDOT's Alert messaging system as outlined in Section 4.2. The PIM shall be responsible for assisting in the preparation of Project exhibits, displays and presentations for the public meetings that communicate information on Project progress, phasing, traffic impacts, and other Project information of interest to the public.

The PIM shall respond to questions (that cannot be answered at the meeting) within 1 week of the meeting and shall be submitted to the CDOT for Review.

#### **4.3.4.5 Stakeholder Group Meetings**

The PIM shall, in coordination with the CDOT RCM and CDOT PPIM, respond to all requests and attend community and stakeholder group meetings. This may include city council meetings, county planning or commissioner meetings for Otero, Las Animas, El Paso, Fremont, Park, and Teller Counties, business association or neighborhood meetings, at which the Project may be discussed or a presentation is requested. The PIM shall attend, arrange for appropriate technical staff to attend, or prepare information materials for the requester in lieu of attendance. Any meetings with elected officials shall be coordinated with RCM and Government Liaison.

#### **4.3.4.6 Project Tours**

The PIM shall respond to requests from CDOT for project tours from media, businesses, government officials, or other public groups. The PIM shall arrange for representatives of the Contractor team to participate in tours, when possible.

#### **4.3.4.7 Lane Closure Reports**

The PIM shall submit a Lane Closure Report (LCR) each Thursday by 10:00 AM for the following week's activities (Saturday through Friday) to CDOT for Review. After Review, the LCR shall be posted to CDOT's "Dialog" database and shall be provided to the contacts listed on the LCR and others as requested by CDOT each Thursday by noon.



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#### 4.3.4.8 Press Releases and Traffic Advisories

The PIM shall write, as requested, press releases or traffic advisories that may contain information about the Project schedule, Project progress, construction information, and address specific issues as they arise. The releases and advisories shall include CDOT's logo. The releases and advisories may also contain the Contractor's logo, if desired. The PIM shall not use its firm's own logo(s) or the logos of Subcontractors for public communications materials. The releases shall be drafted and submitted to CDOT for Approval at least 10 Days prior to distribution. CDOT will distribute the releases to the media.

#### 4.3.4.9 Travel Alerts

The PIM shall create a weekly travel alert to distribute via CDOT's alert messaging system, as outlined in Section 4.2. The alert shall include mainline and side road closures, ramp closures, lane height and width restrictions, and any activity that may impact the traveling public. The alert shall be sent for Approval to CDOT 5 Days prior to distribution. For more immediate road work, the PIM shall contact the CDOT RCM and CDOT PPIM for notification to the CDOT Region 2 Joint Operations Center (JOC) in Pueblo with information for permanent variable message sign (VMS) boards, website alerts, and social media posts. The PIM shall also coordinate any messaging required on portable VMS boards.

#### 4.3.4.10 Website Updates

The PIM shall work with the CDOT RCM and CDOT PPIM to provide updates and information for the Project website: <https://www.codot.gov/projects/region2bridges>.

#### 4.3.4.11 Project Flyers

At least 14 Days prior to the start of construction and at key construction milestones at each segment, the PIM shall prepare and coordinate with the CDOT RCM and CDOT PPIM flyers that will be delivered to each property owner within one mile that may be potentially impacted by the construction, including properties with direct access to the Highway, nearby businesses, schools, homes, churches, or others who rely on regular access in the construction zone. Project flyers may be digital, paper, or both digital and paper. Delivery of flyers will be performed by CDOT PPIM.

The flyer shall include the Project start and anticipated end date, location and description of the Work, traffic impacts, and hours/days of operation, the public information telephone hotline, email address, website url, site map(s), and a construction safety message. The flyer shall include CDOT's logo. The flyer may also contain the Contractor's logo, if desired. The PIM shall not use its firm's own logo(s) or the logos of Subcontractors for public communications materials.

Additional flyers may be required throughout the Project, as directed by CDOT or the Contractor. Flyers shall be submitted to CDOT for Approval one week prior to distribution.

#### 4.3.4.12 Language Assistance for Persons with Limited English Proficiency

CDOT is required to provide access to persons with limited English proficiency (LEP). LEP persons are individuals for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. If the community where the

Project is located has greater than 5 percent LEP persons, the Project collateral materials shall be translated. Language assistance may also be required for, but not limited to, translation of hotline recordings, meeting notices and interpretation services at meetings. At a minimum, the PIM shall work with CDOT to provide interpretation services requested by an LEP person. Additionally, the PIM shall document all measures taken to communicate with LEP persons and record all requests for language assistance.

### 4.3.5. Response Protocols

#### 4.3.5.1 Response Protocol to CDOT and the Public

The PIM shall conform to Table 4-1 in responding to stakeholders and the general public.

**Table 4-1 Response Protocol**

Type of Communication	Timing of Response
Telephone Hotline Calls	Voice messages shall be checked throughout day Respond on the same day (initial call), or within 24 hours if the initial call occurs outside normal working hours, including weekends and CDOT recognized holidays
Email	Same day (within 2 business Days for high-volume situations)
Call from CDOT Staff	Same day or as soon as possible
Website Inquiries	Same day (within 2 business Days for high-volume situations)
Public Meeting Inquiries	Within 1 week of the meeting

#### 4.0.1.1 Public Notification Protocol

The PIM shall conform to Table 4-2 in providing notifications to the public.

**Table 4-2 Public Notification Protocol**

Proactive Notification Element	Timing
Major Project Activities (full road closures, detours, and major traffic impacts lasting 7 Days or longer)	14 Days prior to the beginning of Activity in any area of the Project
Minor Project Activities (lane shifts, short intermittent closures lasting 7 Days or less)	7 Days prior to the beginning of Activity
Other remaining types of construction Activities in any area of the Project, including: <ul style="list-style-type: none"> <li>• Night Work</li> <li>• Utilities</li> <li>• Change of business/residential access</li> </ul>	7 Days prior to the beginning of Activity
Other construction updates (e.g., cancellation of planned closures, additional lane closures, closure removals, major traffic shifts, etc.) that directly impact the public	As soon as known, within at least 24 hours of Activity

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#### 4.4 Crisis Communications Plan (CCP)

The PIM shall prepare and maintain a CCP that describes how the Contractor, the PIM, and the communications team shall respond to emergencies and incidents during construction. The PIM shall coordinate this approach with the Contractor's overall IMP as described in Book 2, Section 16.

In the event of a crisis, CDOT will be the lead agency to handle communication with the media, public, CDOT staff, etc. The PIM shall be available to help coordinate with the CDOT RCM and CDOT PPIM and provide information necessary to respond to the crisis. The Contractor's final CCP shall be submitted to CDOT for Acceptance within 7 Days following CDOT review of initial submittal of CCP.

The CCP shall include:

1. Emergency response communications tree for each highway.
  - A. The PIM shall establish and manage an emergency response telephone and/or email tree. The PIM shall submit the emergency response communications tree to CDOT for Acceptance prior to NTP1.
  - B. All appropriate project personnel shall be included on this communications tree. The telephone/email tree shall be divided into areas of expertise so the proper individuals are called and/or emailed for specific emergency situations. The CDOT Resident Engineer, CDOT Project Director, CDOT Construction Project Manager(s), CDOT RCM, CDOT PPIM, and the Contractor's Design Build Project Manager shall be included on the communications tree for notification of any emergency that may arise.
  - C. The PIM shall develop and maintain a contact list of emergency service providers and responders to contact in the case of emergencies.
2. Types of potential emergencies.
3. Approaches to addressing potential emergencies.
4. Boilerplate messaging that includes:
  - A. Cause of specific disruptions (whether related to construction or not).
  - B. Actions to alleviate the problem.
  - C. Impact to the public and notification procedures.
  - D. Anticipated duration of the disruption.

The PIM shall provide specific details on internal coordination and communication that will occur with the Contractor, other Subcontractor groups, CDOT, other stakeholders, and the general public.

**4.5 Deliverables**

The Contractor or the PIM shall submit the following to CDOT for Review, Acceptance, or Approval:

**Table 4-3 Deliverables**

<b>Deliverable</b>	<b>Review, Acceptance, or Approval</b>	<b>Schedule</b>
PIM and team members, company name, credentials, roles and contact information	Acceptance	Prior to NTP1
Initial Public Information Plan	Review	30 Days following NTP1
Final Public Information Plan (PIP)	Acceptance	7 Days following CDOT Review of initial PIP
PIP Updates	Acceptance	Quarterly
Initial Crisis Communications Plan	Review	30 Days following NTP1
Final Crisis Communications Plan (CCP)	Acceptance	7 Days following CDOT Review of initial CCP
CCP Updates	Acceptance	Quarterly
Stakeholder Contact List	Acceptance	Prior to NTP2
Stakeholder Contact List Updates	Acceptance	Ongoing
Local Telephone Hotline and Project Email Address	Acceptance	Prior to NTP2
Contact Tracking	Review	Weekly
Photos/Videos	Review	Monthly or as requested
Public Meetings/ Special Events/ Project Tours/ Stakeholder Group Meetings	Approval	Prior to Project start and as planned through the duration of the Project
Response to public meeting	Review	Within 1 week of meeting
Lane Closure Reports (LCR)	Review	Weekly, on Thursday by 10:00 AM
Press Releases and Advisories	Approval	1 week prior to distribution
Travel Alerts	Approval	5 Days prior to distribution
Website Updates	Review	1 Day prior to submitting to Web Manager
Project Flyers	Approval	1 week prior to scheduled distribution