

4.0 Public Information

4.1 Public Information Program

CDOT intends for the Public Information Program for the Project to synchronize with other CDOT projects at EJMT and along the I-70 mountain corridor to establish one corridor-wide approach to communicating with the public that enhances the driver experience.

The Contractor shall provide a minimum of one Public Information Coordinator (PIC), with demonstrated communications experience and qualifications coordinating construction information. The Contractor PIC shall provide communication support to CDOT as outlined throughout this RFP.

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 integrates into the overall I-70 mountain corridor, and how the Project fits into the community.

CDOT and the Contractor will provide the Project vision information to the public, as well as the related Project details (phasing, traffic, impacts, etc.). The CDOT PI Project Liaison 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 publicly disseminated.

The Contractor shall provide staff contact information, including home and mobile phone numbers, and email addresses to CDOT for Acceptance (which may include Project Managers and the appropriate PIC) at NTP1. The Contractor shall hold weekly coordination meetings, during any construction phase, with CDOT and CDOT's PI Project Liaison to provide Project schedule, accomplishments, and planned Activities, for the upcoming week.

The Contractor shall also attend weekly I-70 corridor coordination meetings, as requested by CDOT.

4.1.1 Emergency Information Dissemination - Communication Tree

The Contractor shall establish and manage an emergency response communication (telephone, email and/or text) tree. All appropriate personnel shall be included on this communication tree for immediate response in the event of an emergency. The

communication tree shall be divided into areas of expertise so the proper people are contacted for specific emergency situations. CDOT, CDOT's PI staff, CDOT EJMT maintenance, and the Contractor's Engineer shall be included on the communication tree for notification of any emergency that may arise. The Contractor shall develop and maintain a contact list of emergency service providers. The Contractor shall provide information to emergency service providers, as outlined in the communication matrix described in Section 4.2.1 below. The Contractor shall submit the emergency response communication tree to CDOT for Acceptance at NTP1.

4.1.2 Information Management Maintenance and Reporting

The Contractor shall include the following types of information and minimum performance expectations as part of the PIC responsibilities:

1. Construction Activities

Initial construction notification shall be provided to CDOT 20 days prior to NTP2. All other construction notifications shall be made available to CDOT at least 14 days prior to the beginning of any new construction in any area of the Project.

Notification of construction events shall include:

- Description of the Activity and potential impacts to the traveling public
- The anticipated starting date of the Activity
- The anticipated ending date of the Activity

The Contractor shall include any updates to the above and disseminate to CDOT at weekly meetings.

2. Transportation Management Plan

The Contractor shall provide information that CDOT can use for notices regarding the maintenance of traffic for the entire Project for the traveling public, emergency services agencies, or any other stakeholders who will be impacted by the Project at least 14 days prior to any construction, with the exception of full closures of the roadway, which shall be provided 30 days prior to the closure.

The Contractor shall include, at a minimum, the following elements within the information:

- Potential impacts
- Proposed alternative route
- The Contractor's contact for further information
- Project public website address for further information

The Contractor shall also provide a Lane Closure Report, in accordance with Book 2, Section 16.

3. Commercial Vehicle Access and Restriction Information

The Contractor shall inform CDOT of information that it can use to inform the Colorado State Patrol, CDOT Regions, and CDOT Transport Permit Office for notification of construction events that shall include at least:

- Description of the activity and potential impacts to commercial vehicles
- The anticipated starting date of the Activity
- The anticipated ending date of the Activity
- Any updates to the above

4.2 Dissemination of Information

The Contractor shall provide construction activity information to CDOT for review according to the following schedule:

1. Thirty days prior to the beginning of any full roadway closures.
2. Fourteen days prior to the beginning of the following construction activities in any area of the Project:
 - Road, trail closures, detours, and major traffic impacts lasting seven days or longer
3. Seven days prior to the beginning of the other remaining types of construction Activities in any area of the Project

As soon as known (must have at least 24 hours notice), the Contractor shall provide CDOT with construction updates (e.g., cancellation of planned closures, additional lane closures, closure removals, etc.) that directly impact the public.

4.2.1 Communication Matrix

As part of the Contractor's PIC responsibilities, the Contractor shall develop and use a communication matrix listing the stakeholders and the information tools to be used to address each group of Stakeholders' information needs. The Contractor shall develop a communications matrix for Stakeholder groups, and individuals and businesses with special needs that shall identify:

1. The individual customer groups that require information
2. Location or region of customer groups
3. What information is needed
4. When information is needed
5. Who will disseminate the information
6. Tools to be used for disseminated information
7. Results of information dissemination

4.2.2 Media Relations

Media relations efforts will be initiated by CDOT, including news releases, traffic advisories, editorial, feature stories, etc.

During the Work, the Contractor shall immediately notify CDOT of any situations involving the media, and all communication requests will be tracked by CDOT. The Contractor shall work within CDOT media protocols when contacted by media representatives.

4.2.3 Website Information Dissemination

CDOT will host the Project public website on the CDOT server. The Contractor shall provide updates to the content to CDOT on a weekly basis by 10:30 AM Thursday for information pertaining to the following week. In crisis situations or other events where immediate notification is necessary, the Contractor shall provide content immediately to CDOT for posting to the Project website. The website will be used to provide Project construction information provided by CDOT and the Contractor. The Contractor shall provide, at a minimum, construction information, commercial vehicle restrictions, and regular input for a community/construction calendar of events, Stakeholders' use, and other relevant information for direct input onto the Project public website. CDOT will be responsible for updating the website.

4.2.4 Quarterly I-70 Corridor Meetings

The Contractor shall provide content, as requested by CDOT, for the quarterly I-70 corridor meetings with Stakeholders. This content shall include, at a minimum, those items identified in Section 4.2.3.

4.3 Deliverables

At a minimum, the Contractor shall submit the following to CDOT for Review, Approval, or Acceptance:

Table 4-1: Deliverables by the Contractor

Deliverable	Review, Acceptance, or Approval	Schedule
Project progress messages	Approval	Before going to the public
Public information staff contact information	Acceptance	At NTP1
Emergency response communication tree	Acceptance	At NTP1
Full Closure Notification	Review	30 days prior to closure
Initial Construction Notification	Review	20 days prior to NTP2

Other Construction Notification	Review	at least 14 days prior to the beginning of any new construction in any area of the Project
Transportation Management Plan information	Review	14 days prior to any construction
Website Content	Review	Weekly by 10:30 AM on Thursdays
Quarterly I-70 Corridor Meeting Content	Review	Quarterly, as requested by CDOT

All deliverables shall also conform to the requirements of Book 2, Section 3.