

4.0 PUBLIC INFORMATION

This Section 4 includes the requirements for the public information Work for the US 550/160 Connection South Design Build 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), especially the CDOT Regional Communications Manager (RCM).

4.1 Administrative Requirements

4.1.1. Staff Requirements

The Contractor shall provide the name, credentials, and contact information for the selected PIM to the CDOT RCM 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 the CDOT RCM for Acceptance, the names and resumes of additional members of the communications team and identify their assigned roles and responsibilities. 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 communications during Project construction. The PIM and/or a member of the communications team shall be locally based. 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 in a timely manner.

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 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 regarding all aspects of public information and communications related to the Project.

4.1.3. CDOT RCM Responsibilities

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

The CDOT RCM 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 to develop the messages and materials, and the CDOT RCM will have final approval before the information is disseminated.

The overall vision for the project communication plan includes why the Project is needed, what Work will be done, how the Project will benefit the public, how the Project fits into the community, and how the Project fits into broader transportation plans.

The CDOT RCM 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 related to the operations of the Roadway during Project construction.

The PIM shall obtain approval from the CDOT RCM 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, 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 the CDOT RCM for Acceptance prior to the Second Notice to Proceed (NTP2). The PIM shall update each plan and submit them to the CDOT RCM for Acceptance on a quarterly basis.

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 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 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.

4.3.1.1 Public Information Approaches and Tools

The PIP shall include a variety of strategic and context-sensitive public information 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 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 has identified key stakeholder groups as audiences requiring ongoing, coordinated outreach. The stakeholder groups include, but are not limited to:

1. Regional counties (CO and NM), including La Plata, Montezuma, Archuleta, San Juan in Colorado; and San Juan County in New Mexico.
2. Regional municipalities (CO and NM), including Durango, Bayfield, Ignacio, Cortez, Mancos, Pagosa Springs, and Silverton in Colorado; and Farmington and Aztec in New Mexico.
3. Southern Ute Tribe and Ute Mountain Ute Tribe.
4. Local, regional, and state government elected and appointed officials.
5. Southwest Transportation Planning Region.
6. Emergency response agencies, such as the Colorado State Patrol, local police, local fire departments, ambulance service providers, and hospitals.
7. Area businesses.
8. Regional tourism organizations.
9. Regional economic development organizations.
10. Local Utility companies.
11. Local public school districts and private schools.
12. Local and regional transit services, such as public/city operated or privately operated companies.
13. Area neighborhood associations or groups.
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.

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 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 events, 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 RCM of all media requests and of any situations involving the media. The CDOT RCM 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 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 group. The PIM shall monitor the tool box and coordinate with the CDOT RCM 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.

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 the CDOT RCM for acceptance prior to NTP2. The voicemail greeting for the Project information hotline shall be recorded in English (and Spanish, if necessary) and provide an updated message each week, or each day 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 the Project Director and the CDOT RCM 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 cell phone camera is permitted. Photographs/videos may include traffic control, paving, slope repair, erosion control, Bridge Work, and other key areas of Work identified by the Contractor or the CDOT RCM. A minimum of 5 photographs/videos shall be submitted each month to the CDOT RCM.

4.3.4.4 Public Meetings and Special Events

The PIM shall coordinate and host at least 3 public meetings at Project milestones, as follows:

1. One meeting at least 2 weeks prior to Project construction start.
2. One meeting at seasonal shut-down or at seasonal start-up.
3. One meeting or special event at Project completion.

Additional meeting(s) may be held at the Contractor's discretion. It is anticipated CDOT may require one additional public meeting.

The meetings 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.

The PIM shall publicize the meeting 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 preparing 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 RCM for Review.

4.3.4.5 Stakeholder Group Meetings

The PIM shall, in coordination with the CDOT RCM, respond to all requests and attend community and stakeholder group meetings. This may include city council meetings, county planning or commissioner meetings, 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.

4.3.4.6 Project Tours

The PIM shall field and respond to requests for project tours from media, businesses, government officials, or other public groups. The PIM shall coordinate the project tours at the construction area, if appropriate and safe. The PIM shall arrange for representatives of the Contractor team or CDOT staff 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 noon for the following week's activities (Saturday through Friday) to CDOT for Acceptance. The Accepted LCR shall be provided to the contacts listed on the LCR and others as requested by CDOT. CDOT will provide an online web-based system and/or template for the creation of this report as outlined in Section 4.2.

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 Project logo, or both. 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 the CDOT RCM for Approval at least 1 week prior to distribution. The CDOT RCM 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 the CDOT RCM 1 Day prior to distribution. For more immediate road work, the PIM shall contact the CDOT RCM for notification to the Colorado Traffic Management Center (CTMC) 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 to provide updates and information for the Project website: US550-160ConnectionSouth.COdot.gov. The PIM shall monitor the website weekly to ensure all appropriate links to/from other sites are functioning correctly. The PIM shall ensure the website is updated regularly and consistently by providing pertinent schedule information, new photos, new links, contact information, and other information, as determined by the CDOT RCM. New content shall be submitted to the CDOT RCM for Review at least 1 Day prior to providing the update to the CDOT web manager. The website updates shall be submitted to the CDOT web manager via CDOT's online request as outlined in Section 4.2.

4.3.4.11 Project Flyers

At least 14 Days prior to the start of construction and at key construction milestones, the PIM shall prepare and deliver flyers to each property owner 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. Delivery of flyers may be via

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<https://www.usps.com/business/every-door-direct-mail.htm>, the use of a mailing list from county Geographic Information Systems (GIS) mapping, or other CDOT approved methods.

An email containing an electronic copy of the flyer shall also be sent to groups known to use the Roadway within the Project limits daily. Examples of these are emergency responders, bus services, community centers, and schools.

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 Project logo, or both. 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 the CDOT RCM or the Contractor. Flyers shall be submitted to the CDOT RCM 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.

4.3.4.13 Construction Signage

The PIM shall ensure signs are erected at the Highway approaches to the Project limits (US 160 east and west of the Project and US 550 south of the Project) a minimum of 1 week prior to the start of construction. The signs shall include the Project description, name of the Project, mileposts, estimated dates of when the Project will commence and end, the Contractor’s name, and the telephone hotline number. Sign content shall be submitted to the CDOT RCM for Approval 1 week prior to the signs being erected.

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
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)

Type of Communication	Timing of Response
Public Meeting Inquiries	Within 1 week of the meeting

4.3.5.2 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"> • Night Work • Utilities • Change of business/residential access 	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

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 provide information necessary to respond to the crisis.

The CCP shall include:

1. Emergency response communications tree.
 - 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 the CDOT RCM 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 Project Director, CDOT Construction Project Manager, CDOT RCM, and the Contractor's Design Build Project Manager shall be included on the communications tree for notification of any emergency that may arise.

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- 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 being taken 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

Deliverable	Review, Acceptance, or Approval	Schedule
PIM and team members, company name, credentials, and contact information	Acceptance	Prior to NTP1
Public Information Plan (PIP)	Acceptance	Prior to ENTP
PIP Updates	Acceptance	Quarterly
Crisis Communications Plan (CCP)	Acceptance	Prior to ENTP
CCP Updates	Acceptance	Quarterly
Stakeholder Contact List	Acceptance	Prior to ENTP
Local Telephone Hotline and Project Email Address	Acceptance	Prior to ENTP
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 questions	Review	Within 1 week of meeting
Lane Closure Reports (LCR)	Acceptance	Weekly, on Thursday by noon
Press Releases and Advisories	Approval	1 week prior to distribution
Travel Alerts	Approval	1 Day prior to distribution
Website Updates	Review	1 Day prior to submitting to Web Manager
Project Flyers	Approval	1 week prior to scheduled distribution
Construction Signage	Approval	1 week prior to signs being erected

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*If the Contractor elects to utilize Earthwork NTP (ENTP), the deliverables identified for ENTP shall be submitted to CDOT for Approval prior to CDOT issuing ENTP. If the Contractor elects not to use ENTP, those deliverables identified shall be submitted to CDOT for Approval prior to CDOT issuing Second Notice to Proceed (NTP2).