Section 626 of the Standard Specifications is hereby revised for this project to include the following:

**DESCRIPTION**

This work consists of providing Public Information Management throughout the duration of the project. The Contractor shall submit the Public Information Management deliverables to the Project Engineer for approval. Prior to approval by the Engineer, the Region Communications Manager (RCM) will also review deliverables.

Anticipated communication issues on this project include:

1. ♦
2. ♦

**CONSTRUCTION REQUIREMENTS**

1. *Public Information Manager (PIM)*. The Contractor shall designate a PIM who shall be responsible for all activities associated with Public Information Management for this project. Within ten days following the date of the Notice to Proceed, the Contractor shall submit the name, contact information, and resume qualifications of the PIM and the Backup PIM for approval by the Engineer. The RCM will also review the PIM’s and Backup PIM’s resume. The PIM shall be identified, approved, and able to perform all requirements in this Section at least 14 days before the start of work. If this is not feasible, the Contractor is responsible for the project start-up deliverables and the individual preparing the deliverables shall meet the minimum qualifications of the PIM. The PIM shall have a minimum of five years of professional experience in public/media relations, marketing, or other related field and good verbal and written communication skills. Administrative/business office experience is not considered experience in a related field. The PIM shall not be the Project Superintendent.
2. *Activities of the PIM.* From the Notice to Proceed through the \* Final Acceptance of the project, the PIM shall be responsible for the following:
3. *Project Onboarding Checklist.* The PIM or Backup PIM shall complete and update the Project Onboarding Checklist (<https://form.jotform.com/71167524405150>) on a monthly basis or as requested by the Engineer. The checklist will assist the PIM and CDOT with tracking required activities and deliverables.
4. *On-Call.* The PIM shall be available or on-call each day there is work on the project and shall be available upon the Engineer’s request outside of normal working hours.
5. *Public Information Office.* The Contractor shall establish a public information office equipped with a telephone, a local telephone number with voicemail, a computer, and an email address. The public information office may be located within the project office, off-site, or within the PIM’s office. The telephone line will be the Project Hotline and shall be included on the Project Information signs. The voicemail greeting shall be updated at least weekly. The greeting shall include the project’s completion date, forthcoming activities for the update period, and allow the caller to leave a voice message. The PIM shall answer calls, check voicemail and email messages, and respond to messages throughout each day that construction operations are in effect. The PIM, and when necessary the Engineer, shall respond to all inquiries with a phone call, a voice message, or an email within one work day. The PIM shall document the name, contact information, either a phone number or email address, and the action taken. Within two days of receiving the message, the PIM or Backup PIM shall enter message details and follow-up action into Dialog.
6. *Lane Closure Reporting.*
   1. *Dialog Project Account.* At the Pre-construction Conference, the PIM shall submit a “Request for Dialog Account” to the Engineer. The Engineer will provide the Contractor a login and password for the Dialog Customer Service Program and the Lane Closures and Updates Program. At least once per week, the PIM or Backup PIM shall be responsible for entering project information into the Dialog Project Account.
   2. *Weekly Lane Closures.* ⬒ The PIM shall enter the planned weekly lane closures and updates into the Dialog Program by Thursday at 12:00 P.M. for the upcoming Sunday through Saturday. The information will be included on the website, [www.cotrip.org](http://www.cotrip.org), and a media report. The PIM shall develop Traffic Advisories that include lane closure and update information. The PIM or Backup PIM shall notify the Engineer and the RCM one week in advance of all planned “no work” periods. The Engineer will approve the Lane Closure and Updates by each Friday at 3:00 P.M.. Each Monday by 12:00 P.M., the PIM shall review [www.cotrip.org](http://www.cotrip.org) and verify that the lane closure and update information is accurate. If corrections are necessary, the PIM shall coordinate those corrections to [www.cotrip.org](http://www.cotrip.org) with the Engineer.
   3. *Real-Time Lane Closure Changes.* The PIM or Backup PIM shall notify the Engineer at least 24 hours in advance for changes to an approved Lane Closure. The Engineer will notify the PIM when the Dialog Program record is available for changes. After changes are made, the PIM shall notify the Engineer that the changes are ready for review and approval.
7. *Public Information Collateral.* ## The PIM shall develop a variety of Public Information Collateral to share project information with the public as necessary for major project milestones such as long-term closures or impactful construction activities. Collateral includes the following:
   1. *Photographs and Video Recordings.* The PIM shall take photographs and video recordings on regular intervals and submit them to the Engineer and the Region Communications Manager. A cell phone camera is permitted. Photographs and video recordings may capture traffic control, paving, slope repair, erosion control, bridge deck, and rail work activities. Photographs and video recordings may also include other key areas of work as identified by the Contractor or the Engineer and will be used in Public Information Collateral. The Contractor shall submit a minimum of two digital photographs or video recordings each month to the Engineer. Each photograph and video recording shall include project number, project code, date, time, location and station or milepost, and name of person taking the picture or video recording.
   2. *Web Page Updates.* The PIM shall work with CDOT to develop the latest project information for the internet web page content. The PIM shall supply information for the web page using the CDOT web page template. When applicable, the updates shall contain all appropriate web page links to and from other sites. The PIM shall provide updated information at least weekly. CDOT will update the web page.
   3. *Project Fliers.* The Contractor or PIM shall develop Project Fliers using the CDOT template and shall include CDOT’s logo, and at the Engineer’s discretion may include the project logo. The Contractor or PIM shall contact the Engineer for copies of the templates. At least 14 days prior to delivering Project Fliers, the Contractor or PIM shall prepare and submit a draft of the flier to the Engineer. The Engineer’s review will not exceed seven days. Fliers shall be approved by the Engineer before distribution. Fliers shall be delivered in person, by mail, and by email. The list of recipients shall be developed via <http://uspseverydoordirectmail.com>, the use of a mailing list from county GIS mapping, or other approved method. An email containing the flier shall be sent to stakeholders identified in the Stakeholder List. The RCM will post the Project Fliers on social media.

This project requires Project Fliers at the following milestones:

1. Initial Project Flier
2. **⛒**

Initial Project Flier. At least four days prior to the start of work, the PIM shall deliver one approved flier per property and tenant owner within **⛒** list area in miles or blocks of the project limits. The Initial Project Flier shall provide the project start and end dates, project location, description of work, traffic impacts, scheduled work hours and work days, the Project Hotline, email address, web address, project map, photo of project area, and a construction safety message as defined by CDOT. The estimated number of printed fliers is **⛒**.

* 1. *Media Relations.* The PIM shall develop media releases using the CDOT template. The releases shall include detour maps or other visual aids.The PIM shall develop media releases based on major construction milestones such as project start, lane shifts, a traffic switch, closures, and on other occasions as directed by CDOT. At least 14 days prior to the construction milestone, the PIM shall submit a draft to the Engineer for approval. The Engineer’s review will not exceed seven days. The media release shall be approved by the Engineer before distribution. CDOT will distribute media releases.

At least 14 days prior to the start of work, the Contractor or PIM shall submit for approval by the Engineer a media release summarizing the project scope, construction phasing, potential construction activities that impact traffic, the project end date, and a summary of project benefits.

CDOT will address all media inquiries and media requests. The PIM or Backup PIM shall immediately notify the Engineer of any on-site situations involving the media. When the media contacts the PIM or Contractor staff, the PIM shall provide the RCM’s contact information.

* 1. *Maps and Graphics.* The PIM shall develop maps, detour maps, and graphics for use in Public Information Collateral.
  2. *Paid Advertisements.* **$** At least 14 days prior to the start of work, the Contractor or PIM shall submit a draft of the quarter-page advertisement and available media outlets to the Engineer for approval. The Engineer’s review of the advertisement and media outlets will not exceed four days. The approved announcement shall be published at least four days prior to the start of the work. The advertisement shall detail the dates and scope of construction with visual aids, maps, or photographs of project area. If applicable, the advertisement shall note that business access will be maintained and only temporarily altered. The ad shall encourage readers to sign up for free updates via CDOT’s website. CDOT will post advertisements on social media. **$**
  3. ***##***

1. *Public Information Plan.*The PIM shall submit a Public Information Plan (PIP) within ten days of the Pre-construction Conference for approval by the Engineer. The PIP shall be specific to the project. The Plan shall include the public information strategies for community and business relations, government affairs and media relations, the stakeholder list, identification of public information issues, proposed outreach, and approach to crisis communications using the Public Information Collateral. The PIP shall be updated as necessary and as directed by the Engineer. ⬒
2. *Project Meetings.* The PIM shall participate in the weekly project meetings. The PIM shall discuss communication issues, and provide a status on the items in this specification.
3. *Language Assistance for LEP Persons.* CDOT is required to provide access to Limited English Proficient (LEP) persons. 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. Examples of language assistance include translation of meeting notices and interpretation services at meetings. The PIM shall work with CDOT to provide interpretation services upon request by an LEP person. When the project is located in a community that has greater than five percent LEP persons, Public Information Collateral shall be translated for those individuals. The PIM shall document all measures taken to communicate with LEP persons and record all requests for language assistance.
4. *Outreach Events*. The Contractor shall provide appropriate technical staff and they shall participate in all Outreach Events.
   1. *Public Meetings*. The PIM shall host ▼ Contractor-hosted in-person and/or ▼ telephone town hall public meetings. The Public Meeting shall occur at a convenient location to the project and shall accommodate the anticipated number of attendees. The PIM shall publicize the meeting through multiple means using the Public Information Collateral or ▼. The Engineer will approve the method and content of the advertisement. The PIM shall develop and submit to the Engineer for approval all visual displays for the meeting. The Engineer’s review of the advertisement method, content, and displays shall not exceed 10 days.

The first meeting shall occur at least ▼ days prior to the start of work. The focus of the meeting shall be to inform attendees of project plan and schedule and to provide information on how those interested can receive updates on the project. The PIM shall develop ▼the visual displays of the project information, project phasing, traffic impacts, and other relevant information.

The second meeting shall occur ▼ during the project. ▼Add other meetings as appropriate, such as at specific project milestones or project end celebration meetings.

* 1. *Stakeholder Meetings.* The PIM and the Contractor shall participate with CDOT on all meetings requested by the Engineer. ▼
  2. *Tours and Special Events.* The PIM shall coordinate media, business, and government official tours of the construction areas and events. The PIM and the Contractor shall participate in tours and events. ▼

1. *Response Protocol to CDOT and the Public.* The PIM shall follow Table 626-1 in responding to correspondence from stakeholders and the public.

| **Table 626-1**  **RESPONSE PROTOCOL** | |
| --- | --- |
| **TYPE OF COMMUNICATION** | **TIMING OF RESPONSE** |
| Project Hotline calls and voice messages | Answer calls and check messages throughout each work day.  Respond the same day or within 24 hours.  Enter details into Dialog within two days. |
| Email messages | Respond the same day.  For high volume situations, respond within two work days.  Enter details into Dialog within two days. |
| Calls from CDOT Staff | Respond as soon as possible, and within 24 hours. |
| Web page Inquiries | Respond the same day.  For high volume situations, respond within two work days. |
| Public Meeting Inquiries | Respond within one week of the meeting. |

1. *Deliverable Protocol.* The PIM shall conform to the Project Onboarding Checklist or Region Public Information Management Communication Checklist available from the Engineer and RCM.
2. *Public Information Management Contact Sheet.* The PIM shall complete and update a Public Information Management (PIM) Contact Sheet with the names and contact information of the individuals pertinent to Public Information for approval by the Engineer. At a minimum the Contact Sheet will include the Resident Engineer, the Project Engineer, Region Communications Manager, CDOT Website Administrator, CDOT Dialog Administrator, CDOT Colorado Traffic Management Center, Contractor Superintendent, PIM, and Traffic Control Supervisor. If applicable the contact sheet shall include the Region 1 Joint Operations Center and Region 2 Joint Operations Center. The PIP shall include the PIM Contact Sheet.
3. *Stakeholder List.* ThePIM shall submit a Stakeholder List as part of the PIP. The Stakeholder List shall include stakeholder’s information including stakeholder group, contact name, telephone number, email, and notes on communication needs for the project and project impacts.

**METHOD OF MEASUREMENT**

Public Information Management will be measured as the number of days elapsed between project Notice to Proceed and **\*** Final Acceptance. Failure to provide acceptable Public Information Management will result in withholding of payment for the days affected.

**BASIS OF PAYMENT**

Payment will be made under:

**Pay Item** **Pay Unit**

Public Information Management (Tier II) Day

Payment for Public Information Management will be full compensation for all work, materials and equipment to provide public information throughout the project in accordance with this specification.

If the Contractor fails to complete construction within the approved contract time, payment will not be made for Public Information Management for the period of time after expiration of the approved contract time. These items shall be provided at the Contractor’s expense.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**INSTRUCTIONS** **TO** **DESIGNERS** (delete instructions and symbols from final draft)

The Designer should consult the Region Communications Manager (RCM) to discuss which level of the Public Information Management specifications is warranted prior to completion of bid package.

Tier II Projects are medium to high impact projects which typically involve:

* Moderate/High visibility from media/ public
* Moderate/High stakeholder involvement
* Moderate/High impact to traveling public/ stakeholders

Examples: Grand Ave. Bridge, I-25 in CO Springs, I-76 (Brush to Ft. Morgan), US 36 Lyons to Estes Park, US 160/US 550 CFI Durango

Use this specification when the project has some or all of the following:

* Conducted on a high-volume road with a significant number of direct-access points
* Is in or adjacent to a community’s business center with high commuter/pedestrian/cycling traffic
* Has changing work zones
* Has a variety of stakeholders (e.g., businesses, transit providers, commuters, tourists, etc.)
* Has a need for more consistent public information activities

A Tier II Project has:

* A Public Information Manager (PIM) that is a public relations professional with at least five years’ experience and is not the Project Superintendent.
* A requirement for a robust Public Information Plan which includes strategy, stakeholder lists, and communication tools identified through coordination with the RCM including:
  + Project Meetings
  + Public Information Collateral (Flyers, Photographs, etc.)
  + Web page updates
  + Media releases
  + Project Hotline
  + Public meetings
  + Reporting lane closures

Estimating the Public Information Management (Tier II) pay item:

When we paid for Public Information Management (Tier II) in Lump Sum, the Public Information Management costs were estimated using 0.5% to 0.9% of the project budget. For example, on a $70 million project, the communications budget would be between $350,000 and $630,000.

An analysis of the Cost Data and the number of elapsed days show daily rate ranges:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Based on Cost Data 2016 through 2019 | | | | | |
| Tiers | Low | High | Days | Low | High |
| Tier II | $ 80.00 | $100.00 | < 100 | $ 50.00 | $ 70.00 |
| Tier III | $ 60.00 | $ 80.00 | 100 < 200 | $ 70.00 | $ 80.00 |
| Tier IV | $ 50.00 | $ 75.00 | 200 < 300 | $ 70.00 | $ 80.00 |
|  |  |  | 300 < | $ 80.00 | $100.00 |

|  |  |  |
| --- | --- | --- |
| Using % of Project Amount | | |
|  | Low | High |
| Tier II | $300.00 | $600.00 |
| Tier III | $105.00 | $200.00 |
| Tier IV | $ 10.00 | $ 50.00 |

♦ In consultation with the RCM, identify key communication issues which need to be addressed in Public Information Management. (1)

## Public Information Collateral. (b)(5) List each type of required collateral and add specific details for each of the required collateral including collateral type, submittal, review, delivery timing, quantity, and delivery method. If necessary, include additional required collateral. Some examples of collateral are Photographs and Video Recordings, Web Page Updates, Project Fliers, Media Relations, and Traffic Advisories. Keep in mind lead times for preparation, submittal, review, publishing, and distribution of collateral and for newspapers that only publish weekly. Include quantities and timeframes for preparation, submittal, review, publishing, and distribution when adding additional collateral items.

⛒ Project Flier Details. In consultation with the RCM, identify the milestones, delivery deadlines, recipients, number of flyers, content, and format of Project Fliers. If necessary, discuss and add additional items to be included in the flier such as detour maps, graphics, social media posts, and fact sheets. When defining flier delivery area, use blocks or miles as appropriate to identify the appropriate delivery area.

▼ In consultation with the RCM, identify the format and number of public and stakeholder meetings tours and events required. Also determine and include how the meetings and events will be advertised, considering the format and number of collateral necessary to announce the meetings and events.

\* If the contract has a landscape establishment period and/or other non-work periods, consider changing Final Acceptance to Partial Acceptance of the work.

⬒ Full Closures, add details of any planned full closures including how PIM will notify public of the closure and detours.