**Revision 0f Section 626**

**Public Information Management**

**(Tier III)**

**Section 626 of the Standard Specifications for this project to include the following:**

**Description**

This work consists of providing Public Information Management for the duration of the project. The Contractor shall submit all documentation associated with the Public Information Management item to the Project Engineer. Before approval, the Engineer will coordinate review and approval with the Region Communications Manager (RCM).

Anticipated communications issues on this project include:

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**Construction Requirements**

1. *Public Information Manager (PIM)*.The PIM shall perform all activities associated with Public Information Management for this project. In the event the PIM is not available, the Backup PIM shall perform the required activities. **$** The PIM shall not be the Project Superintendent.

Within ten days of the Notice to Proceed date or five days before the Pre-construction Conference, whichever is later, and at least 14 days before the start of PIM work the Contractor shall submit the name, contact information, and resume of the PIM and the Backup PIM to the Engineer. The PIM and Backup PIM shall have a minimum of five years of professional experience in public or media relations, marketing, or other related field and appropriate verbal and written communication skills. Experience in administrative or business office duties is not a related field.

1. *Activities of the PIM.* The PIM duties are:
2. *Project Onboarding/Offboarding Request Form.* The PIM shall complete and update the Project Onboarding/Offboarding Request Form (<https://form.jotform.com/71167524405150>) every month or as requested by the Engineer. The form will assist the PIM and CDOT with tracking required activities and deliverables.
3. *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. The PIM and the Contractor shall participate with CDOT on all meetings requested by the Engineer.
4. *Public Information Office.* The Contractor shall establish a public information office equipped with a telephone, a local telephone number with voicemail, which becomes the Project Hotline, a computer, and an email address. Acceptable locations for the project’s public information office include the project office or off-site within the Contractor’s office or the PIM’s office. The Project Information signs shall include the Project Hotline telephone number. The PIM shall update the Project Hotline telephone message greeting weekly at a minimum and include the project’s anticipated completion date and forthcoming activities for the update period. The PIM shall answer calls, listen to voicemail, and check email 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 voicemail message, or an email within one day. The PIM shall document the contact’s name, contact phone number or email address, and the action taken. Within two days of receiving the message, the PIM shall enter message details and follow-up action into the electronic reporting system.
5. *Project Meetings.* The PIM shall participate in the weekly project meetings, discuss communication issues, and provide a status on the items in this specification.
6. *Lane Closure Reporting.*
   1. *Electronic Reporting System.* Before the Pre-construction Conference and at least 14 days before the project start, the PIM shall submit a request for access to the electronic reporting system through the Project Onboarding/Offboarding Request Form (b.1). At least once per week, the PIM shall enter project information into the electronic reporting system.
   2. *Weekly Lane Closures.* The Superintendent or PIM shall notify the Engineer one week in advance of all planned “no work” periods and planned lane closures. The PIM shall enter the planned weekly lane closures and updates into the electronic reporting system for the upcoming work period, Sunday through Saturday, by Thursday at 12:00 P.M. The Engineer will approve the Lane Closure and Updates by 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 with the Engineer to make necessary corrections to [www.cotrip.org](http://www.cotrip.org).
   3. *Real-Time Lane Closure Changes.* The Superintendent shall notify the PIM and the Engineer at least 24 hours in advance on approved Lane Closure changes. The Engineer will notify the PIM when the electronic reporting system is available for changes. After completing the changes, 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 for project milestones such as long-term closures or impactful construction activities. Collateral includes the following:
   1. *Photographs and Video Recordings.* The PIM shall take digital photographs and video recordings at regular intervals and submit them to the Engineer. The PIM may use a cell phone camera. Photographs and video recordings shall capture a variety of work activities and other areas of work as identified by the Contractor or the Engineer. Public Information Collateral shall include these photographs and video recordings. The PIM shall submit a minimum of two digital photographs or video recordings of the project activities and progress each month. Each photograph and video recording shall include the project number, project code, date, time, location and station or milepost, and name of the person taking the photograph or video recording.
   2. *Maps and Graphics.* The PIM shall develop maps, detour maps, and graphics for use in Public Information Collateral.
   3. *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 in the Project Onboarding/Offboarding Request Form PIM resources. 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. In addition, CDOT will update the web page.
   4. *Stakeholder List.* ThePIM shall submit a Stakeholder List as a component of the Public Information Plan with each stakeholder’s name, telephone number, email address, and notes on communication needs for the project. §
   5. *Public Information Management Contact Sheet.* The PIM shall prepare and update a Public Information Management Contact Sheet with the names and contact information of the individuals pertinent to the project’s public information. At a minimum, the Contact Sheet shall include the Resident Engineer, Project Engineer, RCM, CDOT website administrator, the electronic reporting system administrator, PIM, Backup PIM, Contractor Superintendent, and Traffic Control Supervisor. The contact sheet shall include the applicable Traffic Management Centers. (Joint Operations Center-Golden, Joint Operations Area-Eisenhower Johnson Memorial Tunnel, Joint Operations Center-Pueblo, and Joint Operations Center-Hanging Lake Tunnels.) The Public Information Plan shall include the Public Information Management Contact Sheet.
   6. *Traffic Advisories and Project Updates*. The PIM shall develop weekly traffic advisories and project updates developed from the weekly Lane Closure Report, including lane closures and project update information. The CDOT traffic advisories and project updates templates are available in the Project Onboarding/Offboarding Request Form PIM resources. The Engineer will approve traffic advisories and project updates before distribution. The PIM shall email the traffic advisory and project updates to the stakeholder list by Friday of each week to announce the following week’s upcoming project activity. The emailed advisory may come from the project email box or an automated distribution platform. A Mailchimp account is available through CDOT.
   7. *Media Relations.* At least 14 days before the start of work or a milestone, the PIM shall prepare media releases using the CDOT media release template available in the Project Onboarding/ Offboarding Request Form PIM resources. The PIM shall allow the Engineer at least three-days to review and approve the media release before distribution. CDOT will distribute media releases.

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

The PIM shall prepare a media release announcing the project, summarizing the project scope, construction phasing, construction activities that affect traffic, the project end date, and a summary of project benefits. The PIM shall develop additional media releases for major construction milestones, traffic control or lane shifts, closures, project completion and as directed by CDOT. The releases shall also include maps or other graphics.

* 1. *Project Fliers.* The PIM shall develop project fliers using the CDOT project flier template available in the Project Onboarding/Offboarding Request Form PIM resources. The PIM shall submit the draft project flier to the Engineer for review 10 days before the planned distribution and shall distribute the project flier at least 10 days before the Project’s start or milestone. The review and approval of the project flier will not exceed five days.

This project requires project fliers at the following milestones:

1. Initial project flier
2. ⛒

The initial project flier shall provide the project start and end dates, project location, description of work, traffic impacts, scheduled work hours and workdays, the Project Hotline telephone number, email address, web address, project map, photo of the project area, and a construction safety message as defined by CDOT. The PIM shall distribute the initial project flier before construction starts.

Develop the list of recipients via <http://uspseverydoordirectmail.com>, from county GIS mapping, or other approved method. The PIM shall deliver one approved flier per property owner and each tenant within **⛒** (list in miles or blocks) of the project limits. The estimated number of printed fliers is **⛒**. The PIM shall distribute an email containing a digital form of the flier to stakeholders identified in the Stakeholder List.

* 1. **#**

1. *Public Information Plan.*The PIM shall submit a Public Information Plan (PIP) within five days of the Pre-construction Conference. The PIP shall be specific to the project. The PIP shall include public information strategies for affected road users using the Public Information Collateral, the expected work zone impacts and closure details, commuter alternatives, community, government and business relations, media relations, identification of public information issues, proposed outreach strategies, approach to crisis communications, the Stakeholder List, and the Public Information Management Contact Sheet. The PIM shall update the plan when necessary and as directed by the Engineer. The PIP is a component of subsection 630.10 Transportation Management Plan.
2. *Limited English Proficient (LEP) Individuals.* **@** A LEP is an individual for whom English is not their primary language and who has a limited ability to read, write, speak, or understand English. The PIM shall provide language assistance of the Public Information Collateral when the project is located in a community that has greater than five percent LEP individuals. Project-related language assistance includes translation, interpretation services, or communication in a form the LEP person understands. The PIM shall document all measures taken to communicate with LEP persons, record all requests for language assistance, and submit the documentation to the Engineer.
3. *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 Timing**

| **Type** | **Timing** |
| --- | --- |
| Project Hotline calls and voice messages | Answer calls and check messages throughout each day.  Respond within one day.  Enter details into the electronic reporting system within two days. |
| Email messages | Respond within one day.  For high volume situations, respond within two days.  Enter details into the electronic reporting system within two days. |
| Calls from CDOT Staff | Respond as soon as possible, and within 24 hours. |
| Web page inquiries | Respond within one day.  For high volume situations, respond within two days. |

**Method of Measurement**

Public Information Management will be measured as the number of days elapsed from **\***14 days before the construction start date and no earlier than the project Notice to Proceed through **\*** Final Acceptance. Failure to provide acceptable Public Information Management will result in withholding of payment for the days affected as determined by the Engineer.

**Basis of Payment**

Pay under:

| Pay Item | Pay Unit |
| --- | --- |
| Public Information Management (Tier III) | Day |

Payment for Public Information Management will be full compensation for each measured day where the work, materials, and equipment to provide public information as per this specification.

If the Contractor fails to complete construction within the approved contract time, CDOT will not pay for Public Information Management for the period after expiration of the approved contract time. The Contractor shall continue to provide Public Information Management through Final Acceptance at its expense.

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**Instructions** **to** **Designers** (delete instructions and symbols from final draft):

The Designer and the Region Communications Manager (RCM) will decide which level of the Public Information Management specifications needed, before completing the bid package.

Tier III Projects are medium impact projects that typically involve:

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

Examples: I-25 Lane Balancing, US 287 Resurfacing, US 50 Delta to Montrose resurfacing

Use this specification if the project is

* Is on a mid-volume road with a significant number of direct-access points/driveways,
* Has relatively high commuter or tourist traffic,
* Will have changing work zones, and
* Has a need for consistent public information.

A Tier III 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. Depending on project scope and impacts, PIM may be a Contractor staff member (with limited other duties) or professional public relations subcontractor.
* 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
  + Collateral (Flyers, Photos)
  + Web Updates
  + Media releases
  + Project Hotline
  + Public Meetings
  + Lane Closure Reporting

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

When we paid for Public Information Management (Tier III) in Lump Sum, the Public Information Management costs were estimated using 0.3% (low) to 0.5% (high) of the project budget. For example, on a $20 million project, the communications budget would be between $60,000 and $100,000.

Based on Cost Data from 2016 through 2019 an analysis of the Cost Data and the number of elapsed days show the following daily rates:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Ranges by Tiers | | | Ranges by Number  of Elapsed Days | | | Using % of Project Amount | | |
| Tiers | Low | High | Days | Low | High | Tier | Low | High |
| II | $ 80.00 | $100.00 | < 100 | $ 50.00 | $ 70.00 | II | $300.00 | $600.00 |
| III | $ 60.00 | $ 80.00 | 100 < 200 | $ 70.00 | $ 80.00 | III | $105.00 | $200.00 |
| IV | $ 50.00 | $ 75.00 | 200 < 300 | $ 70.00 | $ 80.00 | IV | $ 10.00 | $ 50.00 |
|  |  |  | 300 < | $ 80.00 | $100.00 |  |  |  |

Find responses to the Frequently Asked Questions at this [link](https://docs.google.com/spreadsheets/d/1TIeaBypvTd3FrC7fOmaxoFhiR-13HBS_GPEAjLpwOQQ/edit#gid=0): <https://docs.google.com/spreadsheets/d/1TIeaBypvTd3FrC7fOmaxoFhiR-13HBS_GPEAjLpwOQQ/edit#gid=0>

♦ In consultation with the RCM, address key communication issues in the PIM.

$ Tier 3 the PIM may be a contractor staff member with limited other duties. Instructions to Designer "Depending on project scope and impacts, PIM may be a Contractor staff member (with limited other duties) or professional public relations subcontractor. If this is the case delete, “The PIM shall not be the Project Superintendent.” and add, “The PIM may be a Contractor staff member with limited other duties.”

**#** Public Information Collateral. List each type of required collateral and add specific details including quantities, timeframes for preparation, submittal, review, publishing, and distribution of each. If necessary, include additional required collateral. Keep in mind lead times for preparation, submittal, review, publishing, and distribution of collateral and for newspapers that only publish weekly.

§ Stakeholder List. Include known stakeholders and instruct the PIM to add any additional stakeholders they identify.

**⛒** Project Flier Details. In consultation with the RCM, identify the milestones, delivery deadlines, and recipients, number of flyers, content, and format of Project Fliers. If necessary, discuss and specify the 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.

**@** Add this when the community meets these requirements.

▼ Consult with the RCM to identify the format and number of public meetings, tours, and events required. Also, determine and include how advertising of the meetings and events will occur, considering the format and number of collateral necessary to announce the meetings and events.

\* Coordinate changes to the Method of Measurement start and end dates with the RCM. If the project needs more notice before the start of construction or the timing of NTP does not allow for 14 days’ advance notice, modify the start date. Consider preparing the initial PIM activities during preconstruction activities and remove them from the PIM requirements. If the contract has a landscape establishment period or other non-work periods such as a winter shutdown, change Final Acceptance to Partial Acceptance or suspend PIM days during the no-work period.