

## PUBLIC INFORMATION

### Public Information Plan

The Contractor shall prepare and maintain a Public Information Plan (PIP) to address the development and communication of information to and from the public on the project. This plan shall be used throughout the project by the Contractor to manage and implement all aspects of the public information process.

As significant components of the PIP, there are categories of information that shall be communicated and coordinated between CDOT and the Contractor. These are messages that communicate 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 will provide the project vision information to the public and the Contractor shall provide informational support to CDOT.

2. The project's progress;

Ongoing messages to keep people informed about how the project is moving forward, whether it is on schedule, on budget and the status of the project goals.

CDOT will provide the progress information to the public and the Contractor shall provide progress information to CDOT.

3. Coping during the project:

Coping information helps people deal with inconveniences caused by the project such as details regarding detours, lane closures, closed ramps and access impacts, information resources available to people, and other activities that affect residents and businesses. The Contractor shall provide the coping information portion of the project to the public. Coping messages shall be based on PIP requirements, including utilization of the checklist from the Maintenance of Traffic Section.

A member of the Contractor's public information staff shall be accessible 24 hours a day, seven days a week. The Contractor shall provide public information staff contact information, including home, fax, mobile and pager numbers, and e-mail to CDOT for acceptance (which may include directors of communication, project managers, and the appropriate public information officer) within 30 Days following NTP. The Contractor's public information staff shall hold weekly coordination meetings with CDOT to provide project schedule, accomplishments, and planned activities for the upcoming week.

The Contractor's final PIP shall be submitted to CDOT for Approval no later than 60 Days following NTP.

**Quarterly Public Information Plan Updates**

The Contractor shall schedule and hold PIP review meetings with CDOT to review, assess input, and/or modify the Contractor's PIP. These meetings shall be held quarterly.

The draft of the revisions to the PIP shall be submitted to CDOT at least ten working days prior to each PIP review meeting. If changes are required as a result of the meeting, the Contractor shall submit the revised PIP to CDOT for approval within ten working days of the review meeting date.

**Stakeholders**

CDOT has identified the below listed stakeholders as audiences requiring Contractor outreach. The Contractor shall describe in the PIP its approach to communicating with these stakeholders and coordinating with CDOT. The stakeholders include, but are not limited to:

1. United States Air Force Academy
2. Area Residents
3. Commuters and the traveling public
4. Commercial vehicle operators, Ports of Entry and Denver Permit Office, Colorado Motor Carriers Association
5. Local, regional, and state government officials (PPACG)
6. Colorado Springs Chamber of Commerce
7. Area business owners, employees, and customers
8. Neighborhood associations
9. News media: Colorado Springs and Denver markets (radio, print, television)
10. Emergency response agencies, such as the Colorado State Highway Patrol, Police Departments (El Paso County, City of Colorado Springs, Town of Monument), AMR (ambulance), Fire Departments, hospitals
11. Local community organizations
12. Tourist destinations and organizations
13. Delivery and courier services
14. CDOT employees and other internal team members, including CDOT headquarters and Public Relations Office
15. Mass transit agencies/companies
16. Utility Owners
17. School Districts/Universities
18. Military Facilities: Peterson & Schreiver AFBs, Fort Carson, Cheyenne Mountain AFS
19. Colorado Springs Traffic Management Center & CDOT Traffic Management Center
20. Department of Corrections

**Crisis Communications**

The PIP shall include a crisis communications plan for the Contractor's public information staff for responding to emergencies and incidents during the project. The Contractor shall coordinate this approach with the Contractor's overall Incident Management Plan described in the Maintenance of Traffic Section. The Contractor's crisis communication approach for its public information staff shall include:

1. Designated staff to respond to the emergency
2. Types of potential emergencies
3. Approaches to addressing potential emergencies
4. Cause of specific disruptions; (i.e., whether construction-related or not)
5. Actions being taken to alleviate the problem
6. Impact to the public and notification procedures
7. Anticipated duration of the disruption

The Contractor shall provide specific details on how the public information staff shall coordinate and communicate internally with other Contractor groups, with CDOT, the public, the media, and stakeholders, keeping in mind the above referenced list.

**Emergency Information Dissemination – Telephone Tree**

The Contractor shall establish and manage an emergency response telephone tree. All appropriate personnel shall be included on this telephone tree for immediate response in the event of an emergency. The telephone tree shall be divided into areas of expertise so the proper people are called for specific emergency situations. CDOT, CDOT public information staff, and the Contractor's Project Manager shall be included on the telephone tree for notification of any emergency that may arise. The Contractor shall develop and maintain a contact list of emergency service providers as part of its crisis communications approach. The Contractor shall provide information to emergency service providers as outlined in the communication matrix (see below). Contractor shall submit the emergency response telephone tree to CDOT for Acceptance within 30 days of NTP.

**Data Collection and Management**

The Contractor's PIP shall include a plan for the collection, organization, and management of information regarding the project and the comments, requests and feedback received from the public and all other stakeholders. This requires the Contractor to collect, compile, document and access information regarding construction, and to assess the perceptions and emotions of the public during the course of the work.

The Contractor's data collection and management plan shall account for the ongoing information needs of the project stakeholders. For example; residents, commuters, and most other stakeholders will need information about the construction schedule, what roads will be affected and/or lanes closures, what efforts will be taken for noise mitigation during construction, and the hours construction will take place. Likewise, commercial vehicle operators will need

specific information on any conditions that would restrict or prevent commercial vehicles from using roadways under construction. Emergency response providers will need to know if designated routes for emergency vehicles are altered. All project stakeholders will require reliable, accurate, accessible, and timely information on when and where construction is taking place.

Data Collection and Management shall include the Contractor's evaluation of the plan's effectiveness to identify and make plan adjustments, and better meet the expectations of the public and all stakeholders.

### **Data Collection and Management Strategies Approach**

The Contractor's data collection and management plan shall describe strategies to identify and respond to customers' perceptions and emotions, and stakeholder concerns throughout the duration of the Work. This shall include a detailed description of the information gathering process and specific timelines developed to ensure timely responses. The Contractor shall provide a data management program to capture, track, and provide regarding communications received through a variety of sources (phone, fax, email, project public web site, etc.).

The Contractor shall collect and maintain current and accurate information of construction activities. The information maintained by the Contractor shall include planned and current construction activities including location, estimated duration of activity, type of work being performed, physical impacts (e.g. lane closures, narrowed lanes, commercial vehicle restrictions, estimated traffic delays, etc.) and planned construction detours. The Contractor shall update this information as conditions change on an on-going basis.

The Contractor shall develop a process to collect construction information to be provided to CDOT for use on the project public web site and to CDOT for other uses. In developing the functional requirements, the Contractor's data collection and management approach shall include the following:

1. Type of information to be collected and stored
2. Aggregation of data
3. Data collection methodology
4. User data needs
5. Archiving requirements
6. Access to information (will be different depending on user; (i.e., CDOT versus general public)

The Contractor shall include, as part of its data collection and management strategies, a plan for the unexpected or unplanned activities that will arise during the Project, such as lane and ramp closures, shoulder work, pothole repair, dust mitigation, and other maintenance work.

In all events, either planned or unplanned, the Contractor shall be responsible for the accuracy and reliability of the information and forward it to CDOT as soon as it becomes available. This requirement includes changes in information as soon as it becomes known to the Contractor. The Contractor shall track changes (including changes to short-term construction-related

closures, unexpected and unplanned construction activities, or emergency closures; and scheduled construction activities) and report on all activities as quickly after the activities happen as possible. The Contractor shall update the construction information and make the information available to CDOT for its use, and the Contractor shall disseminate it to the public and stakeholders as part of its coping responsibility.

### **Stakeholder Input and Feedback**

As part of the data collection and management strategies approach, the Contractor shall develop the strategies to identify, archive, and respond to the public's perceptions and emotions, and stakeholder concerns throughout the duration of the work. This shall include a detailed description of the information-gathering process and specific timelines developed to ensure timely responses to stakeholders.

### **Information Management Maintenance and Reporting**

The Contractor shall maintain basic information, contact names, and phone numbers for other construction projects that may impact traffic conditions on the project or surrounding local street network. This information shall be included in the construction information maintained, coordinated and communicated by the Contractor.

The Contractor shall be responsible for collecting, processing, and providing several types of coping information that impact the project. Outlined below are some, but not all, of the types of information necessary to inform the public about regarding the project. The Contractor shall include the following types of information and minimum performance expectations when developing the various components of the PIP:

1. Construction activities

Construction notification shall be made available to CDOT and publicized by the Contractor through its information tools (see below) at least 30 Days prior to the beginning of any construction in any area of the Project. In addition, the Contractor shall obtain a weekly listing of current special events, which may be impacted by construction activities from the municipal public information offices, event centers, professional and collegiate teams, and any other relevant entities. The Contractor shall coordinate, communicate, and address coping strategies in its PIP.

Notification of construction events shall include:

- (1) Description of the activity.
- (2) The start of the activity.
- (3) The end of the activity.
- (4) Any time the activity description is updated or modified.

Construction updates shall be disseminated to CDOT at weekly meetings.

2. Maintenance of Traffic

See Maintenance of Traffic Section requirements.

The Contractor shall issue notices regarding the Maintenance of Traffic for the entire project to at least all commuters, emergency services vehicles, residents, and businesses (included, but not limited to, hotels, shopping centers, schools, and worship centers) within approximately one mile on either side of the limits of construction, or any other stakeholders who will be impacted by the project at least 14 Days prior to any construction in an area that affects the residents or businesses.

The Contractor shall include, but not be limited to, the following elements within the notifications:

- (1) Residents and businesses impacted or affected
- (2) Proposed alternative routes and detours
- (3) A 1-800 or local number to call for further information
- (4) A contact for further information
- (5) Project public web site address for further information

3. Commercial Vehicle Access and Restriction Information

The Contractor shall inform the Colorado State Patrol, CDOT Regions, CDOT Transport Permit Office, local commercial vehicle permitting agencies, as well as local, regional, state, military installations, and national trucking community including, but not limited to, the Colorado Motor Carriers Association, neighboring state trucking associations, for hire and private carriers, truck stops, and ports of entry of any construction-related events, including geometric constraints, that could restrict or impede the movement of commercial vehicles. Notification of construction events shall occur according to an agreed-upon schedule with CDOT and include at least:

- (1) Description of the activity
- (2) The start of the activity
- (3) The end of the activity
- (4) Any time the activity description is updated or modified
- (5) Anticipated impacts

4. Bicycle, Pedestrian, Handicapped Mobility, and Access

The Contractor shall clearly define and communicate to the public, other special interest groups, and to CDOT its plans for maintaining access by bicycle, pedestrian, and handicapped mobility (if applicable), with alternate routes and detours.

For contractor information, at MP 154 the existing culvert is utilized by pedestrians and bicyclists to access the Santa Fe Trail.

5. Utility Shut-Offs

In addition to the requirements of Section 7.0, Utilities, the Contractor shall develop communication strategies to inform all Utility companies, of potential utility disruptions it may cause in the performance of its work and formulate communication strategies to reach the public.

**Dissemination of Information**

The Contractor’s PIP shall include an approach for providing accurate information to establish an effective working partnership with the project’s stakeholders and the procedures for submitting all public information dissemination elements (i.e., news releases, fact sheets, media advisories, faxes, e-mails, collateral materials, ads, etc.).

**Schedule for Information Dissemination**

The Contractor shall provide construction notification information to CDOT on the following schedule:

1. 30 Days prior to the beginning of the following construction activities in any area of the project:
  - A. Bridge demolitions
  - B. Long-term lane closures, detours or major traffic impacts lasting seven days or longer
2. Seven days prior to the beginning of the other remaining types of construction activities and impacts prior to the beginning of the activity in any area of the project.
3. As soon as known (not to exceed two hours), the Contractor shall provide CDOT with construction updates (e.g., planned closure cancelled, lane closed, closure removed, etc.) that directly impact or affect the public and disseminate the information to the public and stakeholders by emails, faxes, and other technologies.

The Contractor shall operate and maintain its construction information dissemination process for the entire duration of the Work. The process shall operate 24 hours a day, seven days a week. The Contractor shall provide monthly reports summarizing its communication activities and adherence to the PIP and Contract requirements.

The Contractor shall disseminate the coping information (construction, commercial vehicle, incident, etc.) to CDOT, other agencies, and relevant stakeholders (e.g., the media) throughout the entire duration of the work.

**Communication Matrix**

As part of the Contractor's PIP, 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’ informational needs. The Contractor shall develop a communications matrix for Stakeholder groups, and individuals and businesses with special needs, which will identify:

1. The customer group(s) that require information
2. Location or region of customer group(s)
3. What information is needed
4. When information is needed
5. Tools to be used for disseminated information (see below)
6. Results of information dissemination

### **Public Contact**

The Contractor shall track all public contacts made from residents, businesses, and government offices, etc., at a minimum, the names, addresses, email addresses, fax and phone numbers, questions, comments, concerns, date of contact, and the response provided using an electronic information system capable of producing reports. Reports detailing public contacts shall be provided to CDOT on a monthly basis.

CDOT has obtained the names and addresses of many residents and businesses located in the project area. The Contractor shall incorporate contacts that CDOT has made with businesses and residents along the project within the Contractor's contact list/database.

### **Telephone Hotline**

The Contractor shall implement a telephone hotline within 60 Days of the NTP as a means of receiving community input, answering questions, and prompting possible solutions regarding project-related activities. The hotline shall be available to the public 24 hours a day, seven days a week, and shall be publicized in all Project information materials and signage throughout the project. The hotline must be handicap-accessible and a free call for the public. Additionally, the hotline shall be staffed during major construction activities such as bridge demolitions, special events, and game days as determined jointly with CDOT. An immediate response is preferable for all calls, although a voice mail option is permissible. However, all voice mail messages shall be replied to within 24 hours of receipt, including weekends and Holidays.

All calls and resulting actions from this hotline shall be tracked and integrated into the project's electronic contacts database for CDOT's inspection.

### **Media Relations**

During the work, the Contractor shall immediately notify CDOT of any situations involving the media, and all communication requests shall be tracked by CDOT. The Contractor shall be familiar with, and comply with, the CDOT News Media Communications Guidelines (available on the project webpage under reference documents: <http://www.coloradodot.info/projects/I25NorthCOSDB>), which outlines required protocol when contacted by media representatives.

Media contacts shall be reported and tracked daily or more frequently, if needed, by the Contractor and forwarded to CDOT. However, on weekends or Holidays, reporting and tracking shall be on the first business Day following the weekend or Holiday. The Contractor shall receive prior review and approval from CDOT before releasing all published news articles.



### **Community and Business Relations**

The Contractor shall develop and implement community and business relation strategies that communicate coping messages to the public. Coping strategies shall focus on providing the public with the information they need to make short-term and long-term decisions about how they can deal with the work with as little disruption as possible.

### **Government Relations**

CDOT will develop and implement a comprehensive government relations program. The Contractor shall assist in giving timely information to CDOT regarding construction activities, and shall participate in meetings as requested.

Throughout the work, all communication requests received by the Contractor from government entities (not including those requests related to project management or coordination for City permits, or are the Contractor's responsibilities under the Contract) shall be immediately referred to CDOT.

### **Tools for Disseminating Information**

In order to convey a consistent identity and message throughout the project, the various tools for dissemination shall comply with the project branding requirements.

The Contractor shall utilize the following tools for information dissemination and minimum performance expectations when developing the various components of the PIP.

### **Project Identification Boards and Signage**

Public information and warning signage shall be maintained throughout the project at each construction area. All signage shall be coordinated and comply with the requirements outlined in the Maintenance of Traffic Section. As part of the communications matrix, the Contractor shall include signage as one of the communication tools to be used.

### **Web Site Information Dissemination**

CDOT will supply web site forms to the Contractor for use in providing information for dissemination through this medium. CDOT will create, update, and maintain the project public web site to provide project construction information, transit, alternate routes, and other relevant information. The Contractor shall provide, at 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 web site.

### **Public Meetings and Personal Contact**

#### **1. Public Information Meetings**

The Contractor shall hold and conduct construction information meetings in an adequate accommodation and convenient location for community and business groups at least one meeting prior to the start of construction in an area or phase. Depending upon the

Contractor's proposed Traffic Control Plan (TCP), and areas impacted within each phase, multiple meetings may be required. The Contractor's PIP shall outline its approach to these construction information meetings.

Construction information meetings shall be to provide construction schedules, impacts, traffic management plans, and other coping information. A member of the Contractor's management team or public information team and CDOT will attend all meetings. The Contractor shall organize and arrange all construction meetings and extend invitations to appropriate participants as agreed with by CDOT.

2. Supplying Information to Third Parties

The Contractor shall cooperate with CDOT and the public to provide project information. When appropriate, this information shall be furnished via an FTP site or may be disseminated by either paper or electronic format or in both paper and electronic format. Information shall be supplied to only one recipient of an interested party, i.e., property owner, a property owner's attorney or a property owner's agent.

3. Community Forums

Building on the work of earlier efforts, CDOT may hold regular community forums (CDOT anticipates one meeting per month maximum.) These forums will be comprised of various stakeholder groups, including state and local government officials and staff, neighborhood members, emergency service providers and others and will be a forum for community representatives to provide substantive input and feedback on the project. CDOT will arrange the meetings and set the agenda. CDOT will facilitate all community forum meetings. The Contractor shall participate with CDOT on any community forums throughout the duration of the work. The Contractor shall provide appropriate technical staff as required through the meeting agendas.

4. Tours of the Design / Build Project

The Contractor shall provide CDOT the opportunity to give all media, businesses, government officials and residents a tour of the construction areas, as CDOT deems necessary. In addition to the CDOT lead tours, a representative of the Contractor, who is knowledgeable of construction activities and schedules, may be requested by CDOT to conduct up to 12 project tours per year. The Contractor's representative shall be able to describe the components of construction and why that activity is taking place at that time. CDOT will coordinate the tours with the Contractor. The Contractor shall supply personal protective equipment, including but not limited to hard hats, glasses and vests on all Contractor lead tours.

**Information Materials**

1. Informational Packets

The Contractor shall provide informational packets to businesses and residents within a half mile radius at the start of each construction phase or area along the project, as determined by the Contractor's phasing plan. In addition, the media shall receive the same informational packet at the same time. The Contractor shall make at least 25 additional copies to be used by CDOT at its discretion. Packet materials shall be submitted to CDOT for Approval at least 10 working days prior to the scheduled distribution date. These packets shall include tentative schedules, contact names, telephone numbers, Design / Build Project description and maps.

2. General Public Information and Publications

The Contractor shall prepare and disseminate to all addresses on its database at least the publications listed below and shall furnish information for use in literature and publications that will be created and distributed by CDOT.

A. Construction Updates: The main purpose of this document shall be to broadcast the target dates for construction completion. The construction updates shall be sent to stakeholders at least once a month, depending on the construction schedule, and is subject to CDOT's Approval. This document shall:

- Serve as one type of notice as to when and where future construction will begin and end;
- Announce any public construction information meeting times and locations;
- Discuss specific construction items such as dust control and gas and water shut-offs;
- Keep people informed about the project so they know what key milestones have been accomplished; and
- Include the Contractor's hotline phone number and project public web site address for further information.

B. Construction Bulletin: The Contractor shall design and deliver construction bulletins for residents and business in those areas directly impacted by construction. These bulletins shall give adequate notice as to utility interruptions and disruptions, changes in traffic management plans and pedestrian walkways, etc.

C. Access Maps: The Contractor shall develop access plans with businesses and residents on a given block and shall provide reproducible maps showing existing and planned patron and delivery and residential access during any construction period. The map(s) shall identify times of business operation and deliveries. The Contractor may show the utilization of alleys and or adjacent driveways upon receiving written permission, and associated Governmental Approvals, from the agency or owner having jurisdiction over such driveways and/or alleys. The

access maps shall be made available at least seven days prior to construction where a business or residence is impacted.

The above listed publications shall be Approved by CDOT at least ten working days prior to reproduction and distribution.

**Environmental Mitigation**

In addition to the requirements of the Environmental Requirements, the Contractor shall coordinate any mitigation requirements, as they pertain to the public, with CDOT, to ensure the public is aware of and participates in those areas where their input is required.

**Noise**

The Contractor shall communicate the scheduling of noise wall construction with individual property owners and impacted communities. The Contractor shall work with all impacted municipalities and individuals to comply with mitigation requirements.

**Deliverables**

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

<b>Deliverable</b>	<b>Acceptance or Approval</b>	<b>Schedule</b>
Public information staff contact information	Acceptance	Within 30 Days following NTP
Final Public Information Plan (PIP)	Approval	Within 60 Days following NTP
Quarterly draft of revised PIP	review	10 Working Days prior to each PIP review meeting
Quarterly revised PIP	Acceptance	Within 10 Working Days following each PIP review meeting
Emergency response telephone tree	Acceptance	Within 30 Days following NTP
Telephone hotline	review	Implemented within 60 Days of NTP
Information packet materials	Approval	At least 10 Working Days prior to the scheduled distribution date

All deliverables shall also conform to the requirements of the Quality Management Section.