

## **4.0 PUBLIC INFORMATION**

### **4.1. Public Information Plan**

The Contractor shall prepare and maintain a Public Information Plan (PIP) in coordination with CDOT to develop and communicate information to and from the public, agencies and other interested parties (project stakeholders) regarding the Project. This PIP shall be used throughout the duration of the Work by the Contractor to manage and implement the public information process. The PIP shall include the processes and tools to be used to communicate information to stakeholders. The PIP shall identify audiences and shall recommend the appropriate communication tools for each audience and shall also identify communication protocols for the duration of the project.

The Contractor shall provide a minimum of one full-time Public Information (PI) Officer, with demonstrated experience and qualifications (e.g., degree in communications, public relations or related field and at least three years of experience in the construction industry in the management and support of the communication/public information function on high-impact, long-term transportation projects. The Contractor PI Officer shall provide communication support to CDOT as outlined throughout this RFP.

As significant components of the PIP, there are categories of information that shall be communicated and coordinated between CDOT and the Contractor. These include the following:

1. The Vision of the Project

Answers to questions such as why the Project is needed, what work will be done, how the Project will benefit customers, how the Project fits into the community, and how the Project fits into broader transportation plans.

CDOT and the Contractor will provide the Project vision information to the public, as well as the related project details (phasing, traffic, impacts, etc.). Working through the CDOT PI Project Liaison, the CDOT PI Officer must first approve all information that is to be made public.

2. The Project's Progress

CDOT and the Contractor shall provide ongoing messages to keep the public and other stakeholders informed about the project including the schedule, traffic impacts, major milestones, budget, etc. The Contractor shall work with CDOT to develop the messages and CDOT will have final approval before the messages are disseminated.

3. Coping During the Project Work

Coping information helps the public deal with inconveniences caused by the Project, such as details regarding detours, lane closures, closed ramps, bridge restrictions and access impacts, information resources available to the public, including Transportation

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Demand Management (TDM) strategies, and other Activities that affect residents and businesses.

The Contractor's PI Officer shall coordinate with the CDOT Project PI Liaison to provide coping information to the public, including utilization of the checklist according to requirements of Book 2, Section 16 - Maintenance of Traffic.

The Contractor shall be accessible 24 hours a day, 7 days a week, for Activities associated with public information and shall have experience in this area. The Contractor shall provide contact information, including home, fax and mobile numbers, and email addresses to CDOT for Acceptance (which may include Directors of Communication, Project Managers, and the appropriate Public Information Officer) at NTP1. The Contractor shall hold weekly coordination meetings with CDOT and CDOT's PI Project Liaison to provide Project Schedule, accomplishments, and planned activities, for the upcoming week.

The Contractor's final PIP shall be submitted to CDOT for Approval prior to NTP2.

#### **4.1.1 Public Information Task Force**

As soon as is practical after NTP1, the Contractor shall initiate a Public Information Task Force to implement the Contractor's PIP and integrate with CDOT's Public Information efforts. At a minimum, this Task Force shall include the Contractor's PI Officer, the Contractor's Project Manager, and CDOT. Upon the first meeting, the Task Force will establish a regular meeting schedule.

#### **4.1.2 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 after the initial PIP is established and Approved by CDOT.

The draft of the proposed revisions to the PIP shall be submitted to CDOT at least 10 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 10 Working Days of the review meeting date.

### **4.2 Public Opinion Research**

CDOT may gather public and Stakeholder input using qualitative and quantitative primary research from a variety of customer groups and other sources that will be affected by construction. CDOT may continue to conduct such formal and informal public opinion research regarding the Project to ascertain the public's sentiment. The Contractor shall make use of this research, if available, in developing and updating the PIP quarterly. CDOT will review the PIP quarterly to ensure that it is responsive to the results of any research.

### **4.3 Stakeholders**

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

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1. Area businesses and business organizations
2. Business owners, employees and customers
3. Adjacent property owners and property management companies
4. Commuters
5. Transportation management/advocacy organizations
6. Adjacent residents
7. Commercial vehicle operators, Ports of Entry and Denver Permit Office, and Colorado Motor Carriers Association
8. Local, regional, and state government elected and appointed officials
9. Neighborhood associations
10. Emergency response agencies, such as the Colorado State Patrol, and the local police departments, sheriff departments, fire departments, ambulance service providers, and hospitals
11. Tourist destinations and organizations and tour bus operators
12. Delivery and courier services
13. CDOT employees and other internal team members, including CDOT Headquarters, the Public Relations Office and the Government Relations Office
14. Mass transit agencies/companies and taxi/shuttle operators
15. Utility owners
16. School districts/universities
17. Railroad
18. Trail/outdoor/bicycle/recreation organizations
19. Other transportation construction projects in the area

#### **4.4 Crisis Communications**

In the event of a crisis, CDOT will be the lead agency to handle communication with the media, public, CDOT staff, etc. The Contractor shall be available to help coordinate with CDOT and provide information necessary to respond to the crisis.

The PIP shall include a crisis communications plan for the Contractor's response to emergencies and incidents during the Project. The Contractor shall coordinate this approach with the Contractor's overall Incident Management Plan described in Book 2, Section 16 - Maintenance of Traffic.

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. Boilerplate messaging that includes:
  - Cause of specific disruptions (i.e., whether construction-related or not)
  - Actions being taken to alleviate the problem
  - Impact to the public and notification procedures
  - Anticipated duration of the disruption

5. Communications tools to be employed by audience

The Contractor shall provide specific details on internal coordination and communication that will occur with other Contractor groups, CDOT, and other Stakeholders.

**4.4.1 Emergency Information Dissemination – Communication Tree**

The Contractor shall establish and manage an emergency response communication (telephone, email and/or text) tree. All appropriate personnel shall be included on this communication tree for immediate response in the event of an emergency. The communication tree shall be divided into areas of expertise so the proper people are contacted for specific emergency situations. CDOT, CDOT public information staff, and the Contractor's Engineer shall be included on the communication tree for notification of any emergency that may arise. The Contractor shall develop and maintain a contact list of emergency service providers as part of its crisis communications approach. The Contractor shall provide information to emergency service providers, as outlined in the communication matrix described in Section 4.6.2 below. The Contractor shall submit the emergency response communication tree to CDOT for Acceptance at NTP1.

**4.5 Data Collection and Management**

The Contractor's PIP shall include a data collection and management plan that outlines and provides 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 closed by construction, what efforts will be taken for noise mitigation during construction, and the hours of the day 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.

**4.5.1 Data Collection and Management Strategies Approach**

The Contractor shall develop a process to collect construction information to be provided to CDOT for use on the Project public website and to CDOT for other uses.

The Contractor shall include, as part of its data collection activities that will arise during the Project, bridge, lane and ramp closures, shoulder work, pothole repair, dust mitigation, trail closures and other maintenance work.

In all events, the Contractor shall be responsible for the accuracy and reliability of the information it forwards to CDOT as soon as it becomes available.

The Contractor shall track changes (including changes to short-term construction-related closures, unexpected construction activities, emergency closures, and scheduled construction Activities), and report on all changes as quickly as possible (see Section 4.6.1 below). The Contractor shall update the construction information and make the information available to CDOT for its use. The Contractor shall update the project hotline and provide information to CDOT immediately in order to update the website, media outlets and the CDOT alert system.

#### **4.5.2 Stakeholder Input and Feedback**

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#### **4.5.3 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 by the Contractor.

The Contractor shall be responsible for collecting, processing, and providing to CDOT 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 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 provided to CDOT 20 Days prior to NTP2. Construction notification shall be made available to CDOT at least 15 Days prior to the beginning of any new construction in any area of the Project, per Section 4.6.1 below. The Contractor shall coordinate, communicate, and address coping strategies in its PIP.

Notification of construction events shall include:

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

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

1. Maintenance of Traffic

The Contractor shall issue information to CDOT that it can use for notices regarding the Maintenance of Traffic for the entire Project for commuters, emergency services agencies, residents, and businesses within four blocks of the limits of construction, or any other stakeholders who will be impacted by the Project at least 30 Days prior to any construction in an area that affects the residents or businesses.

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

- Residents and businesses impacted or affected and potential impacts
- Proposed alternative routes and detours
- The Contractor's contact for further information
- Project public website address for further information

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3. Commercial Vehicle Access and Restriction Information

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

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

4. Bicycle, Pedestrian, Handicapped Mobility, and Access

The Contractor shall clearly define and communicate to CDOT information that it can use to inform the public and other associated Stakeholder groups as to its plans for maintaining trail access, bicycle access, pedestrian access, and handicapped mobility. The Contractor may be required to assist CDOT in the development and distribution of materials.

5. RTD Bus Transit System

The Contractor shall issue information to CDOT that it can use to inform the public and other associated Stakeholder groups for any impacts to the existing RTD bus transit system by the Project at least 30 Days prior to any construction. This information shall include at a minimum:

- Description of the Activity and potential impacts
- The anticipated start date of the Activity
- The anticipated end date of the Activity
- RTD routes, stations, and services affected by the Activity

## **4.6 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, emails, collateral materials, paid educational outreach ads, project website and CDOT eAlerts, etc.).

### **4.6.1 Schedule for Information Dissemination**

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

1. Thirty Days prior to the beginning of the following construction activities in any area of the Project:
  - Bridge demolitions

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- Road, ramp or trail closures, alley and driveway access impacts, detours, and major traffic impacts lasting seven days or longer
2. Seven Days prior to the beginning of the other remaining types of construction Activities in any area of the Project

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

**4.6.2 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' information needs. The Contractor shall develop a communications matrix for Stakeholder groups, and individuals and businesses with special needs that shall identify:

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

**4.6.3 Public Contact**

The Contractor shall track all public contacts made with residents, businesses, and government offices, etc. At a minimum, this shall include the names, addresses, email addresses, fax and phone numbers, questions, comments, concerns, date of contact, and the response provided shall be documented. Reports detailing public contacts shall be provided to CDOT on a monthly basis.

The Contractor shall work with the Public Information Task Force to develop a master distribution list of contacts to be used for general public information, publications, and informational flyers/newsletters. CDOT's "govdelivery.com" system shall be used as the basis for development of this list/database. This list or database shall be presented to CDOT for review, prior to NTP2. Through the Contractor's data gathering process, the Contractor shall assist CDOT in supplementing govdelivery.com.

**4.6.4 Telephone Hotline and Email Account**

The Contractor shall implement a telephone hotline and an email address prior to NTP2 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, 7 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 and special events. CDOT will provide the specific special events and game days needing hotline staffing in conjunction with the Contractor's major construction Activities. 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 database and made available to CDOT.

#### **4.6.5 Media Relations**

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

During the Work, the Contractor shall immediately notify CDOT of any situations involving the media, and all communication requests will be tracked by CDOT. The Contractor shall be familiar with, and comply with, the CDOT *News Media Communications Guidelines*, which outlines required protocol when contacted by media representatives.

#### **4.6.6 Community and Business Relations**

The Contractor shall develop and implement community and business relations 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.

#### **4.6.7 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 shall be immediately referred to CDOT (not including those requests related to project management or coordination for City permits, or are the Contractor's responsibilities under the Contract Documents).

#### **4.6.8 Project Identity/Education Outreach**

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### **4.7 Tools for Disseminating Information**

To convey a consistent identity and message throughout the Project, the various tools for dissemination shall comply with the Project branding requirements, as set forth by CDOT.

At a minimum, the Contractor shall utilize the tools in the following Sections for information dissemination and minimum performance expectations when developing the various components of the PIP.



#### **4.7.1 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 Book 2, Section 16 - Maintenance of Traffic. As part of the communications matrix, the Contractor shall include signage as one of the communication tools to be used.

#### **4.7.2 Website Information Dissemination**

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

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

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

The Contractor shall host public meetings five (5) days prior to commencement of initial construction, and commencement of each subsequent phase of construction. The meetings shall be held in a convenient location for community and business groups. The meetings shall be scheduled and announced a minimum of 28 days prior to taking place. The agenda of each meeting shall be developed and coordinated the Public Information Task Force and the MOT Task Force as identified in Book 2, Section 16. Depending upon the Contractor's proposed Traffic Control Plan (TCP), and areas impacted within each phase, other meetings may be required. The Contractor's PIP shall outline its approach to these construction information meetings.

Public meetings shall provide construction schedules, impacts, traffic management plans, and other coping information. A member of the Contractor's management team or PI team, CDOT and the CDOT PI Project Liaison will attend all meetings. The Contractor and CDOT shall jointly organize and conduct all meetings and extend invitations to appropriate participants. The Contractor shall be responsible for invitation development and dissemination.

##### **2. Personal Contacts**

A member of the Contractor's PI team shall manage and implement door-to-door, email, text and phone contact during the duration of the Work. CDOT will assist the Contractor with email communications and responding to phone communications. The Contractor shall be responsible for all door-to-door communications. These contacts shall be necessary to keep the public aware of all issues pertaining to the Project, such as all road and driveway closures, access and utility disruptions. Contact shall occur as outlined in Section 4.6.1 above and shall consist of information explaining the planned Work, impacts, the expected duration of the Work, contact information, and answering

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questions. These contacts shall be conducted within a minimum one-block radius of the Activity following the four-block radius initial notifications outlined in Section 4.5.3, above.

**3. Community Forums**

Building on the work of earlier efforts, CDOT may hold regular community forums. These forums will include various stakeholder groups, including state and local government officials and staff, neighborhood members, emergency service providers and others; and they 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.

**4. Tours of the Design-Build Project**

The Contractor shall provide CDOT the opportunity to give all media, businesses, government officials, residents and other interested parties tours of the construction areas, as CDOT deems necessary. In addition to the tours led by CDOT, a Contractor representative who is knowledgeable of construction activities and schedules may be requested to assist with the Project tours. 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 tours led by the Contractor.

**4.8 Environmental Mitigation**

In addition to the requirements of Section 5, 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. The Contractor shall include water quality ponds, bike and pedestrian trails and wetlands as mitigation requirements requiring public coordination.

**4.8.1 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.

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## **4.9 Deliverables**

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

<b>Deliverable</b>	<b>Review, Acceptance. or Approval</b>	<b>Schedule</b>
Public information staff contact information	Acceptance	At NTP1
Final Public Information Plan (PIP)	Approval	Prior to NTP2
Contractor contact information	Review	Prior to NTP1
Quarterly draft of revised PIP	Review	10 Working Days prior to each PIP review meeting
Quarterly revised PIP	Approval	Within 10 Working Days following each PIP review meeting
Emergency response communication tree	Acceptance	At NTP1
Telephone hotline, text and email	Review	Prior to NTP2

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