

DB Section 141.52 - Public Information and Involvement

(a) Scope - This Section covers the requirements for Design-Builder's Communications Plans; the content of informational materials and public outreach events; Design-Builder's Public Involvement Manager's (PIM) responsibilities; and communication protocols for the implementation of the Public Information and Involvement (PI/I) program. The PI/I program established by Design-Builder must convey an accurate, timely, and consistent common message to all Stakeholders.

(b) Standards - Design-Builder shall conduct public involvement in accordance with the requirements of this Section 141.52.

- ODOT OTIA Program Communications Plan
- ODOT Operational Notice PD-12 (September, 2002)
- ODOT standard templates for informational materials
- ODOT *Style Guide* and AP *Stylebook*
- Public Involvement Tier Assessment Guide

(c) Requirements

(1) Purpose - The PI/I program function serves two primary purposes. First, the public information function is the means for delivering vital information to Stakeholders and affected communities during the Design-Build process regarding Project decision-making, safety, and convenience. Second, the public involvement function conducts public outreach activities required to ensure that Project solutions meet the goals of the Context Sensitive and Sustainable Solutions ("CS³") program (see **DB General Provisions**, Section 141.56 – CS³).

(2) Public Information and Involvement Goal - The Project PI/I program has a single, overriding goal that shall guide the Work of Design-Builder PI/I team: Fully-informed and meaningful participation by Stakeholders and the public for the duration of the Project.

(3) Official Spokesperson - Agency's Region Public Information Representative (PIR) or designated Region representative will act as the official spokesperson for the Project according to ODOT policy. The spokesperson shall be the sole source for all news releases and interviews, including on-site interviews, with all news media representatives (including, but not restricted to, newspaper, magazine, radio, and television reporters), elected officials, and others as determined in the Project PI/I Communication Plans.

(4) Design-Builder Responsibilities - Design-Builder is responsible for conducting PI/I functions according to the strategy and schedule described in the PI/I Communication Plans. This includes but is not limited to:

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- Developing comprehensive PI/I Communications Plans and schedules for each Work Location that specify procedures and materials for establishing and maintaining communication with Stakeholders and the public, and keeping them informed of the impacts during the Project design and construction
- Developing and distributing Project Initiation Notices, Project Information Papers, fact sheets, and newsletters, and other informational materials as required by the PI/I Communication Plans
- Drafting news releases and website updates for Agency use and distribution
- Reporting monthly Project P/I progress updates
- Maintaining a Monthly Public and Stakeholder Comment Log
- Conducting PI/I events in keeping with the PI/I Communication Plans and if required by Agency PM

Design-Builder shall coordinate with Agency PM to confirm the Public Involvement Tier Assessment evaluation, and during development of all informational materials, announcements, and news releases required by the PI/I Communication Plans.

Design-Builder shall develop and execute all public involvement and information activities, events and materials following ODOT policy and standards, the ODOT OTIA Program Communications Plan, ODOT Operational Notice PD-12, P/I Tier Assessment Guide, and OTIA Program messaging and formatting requirements.

a. Public Involvement Manager - Design-Builder shall designate an experienced individual, meeting the qualifications specified in **DB General Provisions**, Subsection 180.35, to act as its Public Involvement Manager (PIM). The Public Involvement Manager shall report directly to Design-Builder Project Manager. The Public Involvement Manager shall function as Design-Builder's coordinator for all PI/I issues and shall implement and manage all Design-Builder's PI/I responsibilities, including:

- Strategic communication planning and PI/I Communications Plan development
- PI/I program implementation strategies, tactics and schedules
- Information materials development, production, and distribution
- PI/I outreach efforts and events

b. Replacement of the Public Involvement Manager - If Design-Builder chooses to replace the Public Involvement Manager, it shall notify Agency PM 15 Calendar Days before such removal and provide a suitably qualified replacement. Agency PM may disapprove such replacement if his/her qualifications are not equivalent to or greater than those of the Public Involvement Manger being replaced. Further, if during the term of the Contract, Agency PM determines that the Public Involvement Manager is not effectively implementing the PI/I Communications Plans, Agency PM may require the removal and replacement of the Public Involvement Manager. Design-Builder shall remove and replace the Public Involvement Manager within two (2) Calendar Days of the date of such notice.

(5) Public Involvement and CS³ - Design-Builder shall involve business, special interest groups, communities, and Stakeholders in the Project decision-making process.

Meaningful public involvement is essential in ensuring that Project solutions reflect community values. To this end, Design-Builder will ensure a targeted dissemination of timely and accurate information to all Stakeholders.

In addition, Design-Builder shall focus on meaningful PI/I activities that address issues that Stakeholders may influence through their active involvement. These activities and issues may include:

- Project aesthetics
- Location of detours
- Routes for transportation of Materials to and from the Work Locations
- Timing of construction in relation to local activities and events
- Incident management
- Access for local businesses, residents, and institutions

(6) PI/I Communication Plans - Design-Builder shall conduct up to a three-hour Public Involvement Planning Meeting with Agency staff to review and refine the Public Involvement strategies, planning, and protocols prior to developing and submitting the draft PI/I Communication Plans and schedule. Design-Builder shall coordinate the meeting with Agency PM, shall prepare and distribute the agenda in advance of the meeting, and shall distribute meeting minutes after the meeting.

Design-Builder shall prepare comprehensive PI/I Communication Plans that detail outreach strategies, tasks, informational materials, and schedules showing how the public will be kept informed about design and construction activities and involved in Project decision-making. Essential elements of the PI/I Communication Plans include:

- Delineation of PI/I communication procedures Design-Builder shall employ, including outreach methods and schedule
- A schedule that shall allow 14 Calendar Days for Review and Comment on all final versions of PI/I materials
- A description of the informational materials that will be used on the Project, and when they would be prepared and distributed, including the following:
 - o A Project Initiation Notice letter and accompanying draft news release announcing the Project to Stakeholders and the traveling public.
 - o Project Information Papers and other materials for each Work Location, utilizing the provided Agency standard templates and written to Agency style Standards.
 - o Updates about Project design and construction activities, issues and progress, including but not limited to: location of detours, routes for transportation of Materials to and from the Work Locations, timing of construction in relation to local activities, incident management, and access for local businesses, residents, and institutions. Updates about Stakeholder concerns regarding mobility, detours, lane closures, noise, and other community impact issues; and Project successes.

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- o Construction activity notices that shall include:
 - i.* Individual access plans (8-1/2" x 11") as needed for each residence or business that may be affected by construction-related activities, including the portion of the Project Site affected (work zone, Work Location, and staging areas, if located outside the Work Location).
 - ii.* General scope of the construction-related activities that will be performed and portion of the Project Site affected (Work Zone, Work Location, and staging areas, if located outside the Work Location), hours and days of operation, and temporary access limitations, load limits, lane closures, detours, parking restrictions, etc.
 - iii.* Design-Builder and Agency point-of-contact information.
 - iv.* Other information requested to be included by Agency or deemed appropriate by Design-Builder.
 - Weekly Construction Updates are required to be delivered to Agency PM
 - Identification of potential controversies and development of proactive strategies to address them or minimize harmful Project impacts
 - Planned dates, times, and locations for Public Information and Involvement efforts
 - Identification of mobility and traffic-control issues based on information from the corridor-level Traffic Management Plan and Agency
 - An Emergency Contact List and Emergency Response Protocols based on Agency emergency response protocols
 - A Stakeholder Contact List electronic database (Access, Excel, or equivalent) that identifies Stakeholders, interest groups, community opinion leaders, and media contacts, including associated contact/mail/e-mail information. The Stakeholder List shall include at a minimum:
 - o Area police, fire, and other emergency response contacts
 - o Area schools and churches
 - o Area Utilities and public works agencies
 - o Local, state, and federal government representatives
 - o Affected neighborhoods, residents, business, industry, and tenants and property owners
 - o Area community groups, chambers of commerce, tourism offices, and key opinion leaders
 - o Area trucking industry member businesses
 - o Other contractors working or planning to work in the Project vicinity
 - Designation of protocols Design-Builder will follow for informing Agency of public and Stakeholder contact and Design-Builder or Agency response
 - Description of public and Stakeholder comment and complaint resolution and rapid-response procedures Design-Builder will follow, including ongoing

maintenance and monthly reporting of the Monthly Public and Stakeholder Comment Log

(7) P/I Submittal, Review and Distribution Protocols - Design-Builder shall provide content to Agency PM for all Public and Stakeholder communication, such as Project information papers, construction notices, news releases, informational materials and fact sheets, direct mail, advertising, electronic notices, newsletters, and information for ODOT website updates. Such content must be submitted to Agency PM at least 14 Calendar Days prior to the publication date in order to allow adequate time for Review and Comment.

Design-Builder shall incorporate feedback from the Review and Comment into the final form of the content for these notices, releases, sheets, mail, newsletters, and updates.

No materials shall be published or distributed to the public or Stakeholders without Review and Comment by the ODOT Region PIR.

Design-Builder is responsible for the production, printing, and distribution of all information materials mailed or otherwise distributed directly to Stakeholders and the public. Agency is responsible for distribution of all information materials to the news media (including but not limited to newspaper, magazine, radio, and television media). Written materials produced for public distribution by Design-Builder shall be submitted to Agency as electronic native format files, created to meet the requirements of this Section, and when appropriate, in camera-ready format or PDF.

Design-Builder shall distribute construction activity notices to all residences, businesses, and property owners adjacent to the particular Work Location. Draft construction activity notices must be submitted to Agency PM for Review and Comment prior to distribution to all residences and businesses adjacent to the Work Location not less than seven (7) Calendar Days prior to beginning any construction activities or implementing construction-related scheduling changes.

(8) Public Information and Involvement Events - Design-Builder shall prepare and hold up to two public events (such as informal Project open houses or community forums) as defined in the Tier Assessment and P/I Project Communications Plans. The public events shall be conducted in order to collect input from the public and Stakeholders, and describe the Project and the design-build process underway. Design-Builder shall share results of traffic studies, environmental studies, and preliminary design and construction concepts developed to address public and Stakeholder concerns.

Design-Builder shall perform the following:

- Develop event agenda and format
- Find and reserve event facilities that meets ADA and other federal and State disability access and accommodation Laws and Agency Standards
- Provide and distribute event notices
- Produce exhibits, displays, maps, handouts and other informational materials appropriate for the event
- Provide room set-up, sign-in sheets, and comment forms

- Provide adequate and appropriate staff to conduct events
- Collect and record public input, comments, and suggestions

Design-Builder shall submit draft event plans and informational materials to Agency PM at least 14 Calendar Days before public notice and distribution deadlines for Review and Comment and resolution of issues raised, if any, by Agency prior to event implementation.

Design-Builder shall advertise in local media and print and distribute flyers and public notices of the events to affected communities and Stakeholders in the Project area a minimum of two (2) weeks prior to the event.

All outreach events shall be held prior to Agency Acceptance of Definitive Design. All Stakeholder comments shall be evaluated prior to Acceptance of Definitive Design.

(9) Final PI/I Report - At the conclusion of the Project, Design-Builder shall submit a Final PI/I Report to Agency PM that provides a complete record of the PI/I program as planned, implemented, and executed. The Final PI/I report shall be submitted in four (4) hard copies in 8.5 x 11 inch binders, and one (1) electronic Adobe .PDF electronic format (CD-R), and shall include:

- A comprehensive overview report of PI/I initiatives and activities conducted
- Copies of all informational materials, plans, reports, and updates developed or distributed
- Copies of all Stakeholder contact information and lists, including electronic files
- Updated and complete Monthly Project Comment Log
- Copies of newspaper and magazine clippings, Internet articles, Web pages and other published, recorded, or broadcast information collected in relation to the Project. (Agency will provide the PIM copies of information disseminated by Agency)
- Selected Bridge photo documentation

(d) Submittals - Design-Builder shall submit the following to Agency PM:

- **Agenda (10 Calendar Days prior) and meeting minutes** - no later than five (5) Calendar Days after the Communications Planning meeting with Agency
- **Draft PI/I Communication Plans for Review and Comment** - within 20 Calendar Days of issuance of NTP. The Communications Plan package shall include:
 - A schedule of PI/I informational materials development and distribution that allows a 14-Calendar Day Review and Comment cycle for all communications materials to be distributed to the public
 - The updated Emergency Contact List and emergency response protocols (to be kept updated through Project completion)
 - The updated Electronic Stakeholder database (to be kept updated through Project completion)
 - Project Initiation Notices, Project Information Papers and other communications materials required by the PI/I Communication Plans (to be kept updated through Project completion)

- **Final PI/I Communication Plans** - no later than 75 Calendar Days from date of issuance of NTP for Review and Comment
- **Communication Plan updates for Review and Comment** - prior to implementation of any modifications (Plans to be modified, revised, and updated through the course of the Project as necessary to accommodate unforeseen needs and address changed circumstances, if any.)
- **Project PI/I monthly reports** - at the beginning of each month
- **Construction Updates** - on a weekly basis during the construction phase, which shall include the latest traffic control and construction operations information
- Monthly update of the Public and Stakeholder Comment Log, which includes a record of public and Stakeholder comments and complaints received, and details Design-Builder's rapid response and resolution of each issue raised
- **Project photo-point(s) and photo documentation** - as part of the Final PI/I Report, documenting before/during/after Bridge photos at selected sites determined by Agency PM
- **Final PI/I Report** - at Project completion, providing a comprehensive record and analysis of the PI/I program as implemented

