1

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

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

**DESCRIPTION**

This work consists of providing regular and continuous public information services throughout the duration of the project. Final approval of approach and collateral will be given by the Project Engineer with review by Regional Communications Manager. Anticipated communications issues on this project include:

1. ♦

**CONSTRUCTION REQUIREMENTS**

1. *Public Information Manager (PIM)*. The Contractor shall provide a full-time Public Information Manager (PIM) who shall be the responsible charge for all activities associated with public information services for this project. As part of the key project staff submittal prior to the Preconstruction Conference, the Contractor shall submit the name, contact information and qualifications of the Public Information Manager (PIM) for this project for approval by the Engineer. The PIM shall have a minimum of five years professional experience in Public/Media Relations, Marketing or other related field and good verbal and written communications skills. The Engineer will coordinate all aspects of the PIM’s work, including all required submittals, with the Regional Communications Manager (RCM).
2. *Activities of the PIM.* Throughout the duration of the project, the PIM shall be responsible for the following:
3. *On Call.* The PIM shall be available or on call on every day there is work on the project and shall be available upon the Engineer’s request at other than normal working hours.  .
4. *Weekly Project Meetings.* The PIM shall participate in weekly project meetings held on-site. At the meetings, PIM shall discuss weekly communications issues and shall develop strategies to provide timely details for upcoming media advisories/press releases, lane closure reports, website updates and information line recordings.
5. *Public Information Plan.*The PIM shall submit a Public Information Plan (PIP) for approval by the Engineer. The PIP shall include project milestones and planned public information strategies; primary stakeholder communications list; identification of any public information issues and proposed outreach and approach to crisis communications. The PIP shall be updated if necessary based on project milestones and progress.
6. *Public Information Line/Communications.* The PIM shall establish a public information office equipped with a telephone, voicemail, computer and email address.  The public information office may be located off-site or within the PIM’s field office, provided that the telephone line is a local call line. The voicemail greeting for the project information line shall provide an updated message each week, or each day if necessary, concerning the project’s completion date and forthcoming activities on the project and allow the recording of a message from the caller.  If unable to answer the public information line, the PIM shall check and respond to voicemail messages throughout each day of construction operations and lane closures are being carried out.  The PIM shall track inquiries made by citizens and businesses, including names, addresses, phone numbers, and subsequent action taken during construction; these customer inquiries and follow-up action shall be entered into Dialog, a web-based contact and issue tracking database provided by the Department. The system shall provide an automated report to the Engineer and

2

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

Regional Communications Manager each week. All inquiries and complaints shall be followed up with a return phone call or email from either the PIM and, when necessary, the Engineer or Regional Communications Manager.

1. *Photos/Video.* The PIM shall take and submit photos/videos of the project work on regular intervals. A cell phone camera is permitted. Photographs/videos may include traffic control, paving, slope repair, erosion control, bridge deck and rail work, and other key areas of work as identified by the Contractor, Engineer or Regional Communications Manager for use in reports to interested agencies, social media, and flyers. A minimum of two digital photographs/videos shall be submitted each month to the Engineer.
2. *Media Relations.* At least one week prior to the project start date, the PIM shall prepare a media release summarizing the project scope, construction phasing, potential traffic and construction, duration of project and summary of project benefits. The PIM shall develop additional media releases and traffic advisories based on major construction milestones such as major traffic shifts, key closures, etc. or as requested by CDOT, using the CDOT template provided by the Department. The media releases and traffic advisories in accordance with Table 626-2. CDOT will distribute media releases, traffic advisories and other information.

The PIM shall immediately notify the Engineer of any on-site situations involving the media. Should media call, the PIM shall provide only the Regional Communications Manager’s contact information. CDOT will address all media inquiries and media requests.

1. *Paid Advertisements.* The PIM shall work with local media to develop and place a quarter-page ad in the local papers at least one week prior to start of construction. The ad shall detail the dates and scope of construction, will note that business access will be maintained but only temporarily altered and shall encourage readers to sign up for free updates via CDOT’s web site. Selection of local paper for advertising shall be as approved.
2. *Public Meeting*. The PIM shall host one Contractor-hosted in person or telephone town hall public meeting at least two weeks prior to the start of work. Participants shall include the Colorado Department of Transportation, local elected officials, city/county staff, surrounding local agencies and businesses, residents and the traveling public. This meeting shall be held locally at a convenient location that shall accommodate the above attendees. The PIM shall publicize the meeting through multiple means including local media, email, and inserts in local newsletters, flyers, mailers and others. The focus shall be to inform attendees of project plans and schedules and to provide information on how those interested can receive updates on the project (via email address list or CDOT’s GovDelivery messaging system). At the meeting, PIM shall have available for viewing project displays that will provide information on work, phasing, traffic impacts, etc. subsequent project meetings may be necessary. ▼
3. *Stakeholder Meetings.* The PIM and contractor staff shall participate with CDOT on any meetings throughout the duration of the project as requested. The contractor shall provide appropriate technical staff as required.
4. *Tours and Special Events.* The PIM shall provide media, businesses and government officials tours of the construction areas and to support the coordination of special events (groundbreaking or grand opening or other key milestones). The PIM will provide representatives of the contractor to participate in tours and events, as well as assist in the coordination of events.
5. *Lane Closure Reports.* PIM shall submit a Lane Closure Report each Thursday, for the following week’s activities (Saturday through Friday), to the contacts listed on the Report and at the end of this specification. Contact the Engineer or Regional Communications Manager for an electronic copy of this report.

3

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

1. *Web Page Updates.* The PIM shall work with CDOT to develop internet web page content specifically for this project and provide consistent updates with the latest project information (web page development experience is not necessary as the PIM will simply supply information for the CDOT web page template). It shall contain all appropriate links to/from other sites if applicable, e.g., local city, county, bus service, etc. The PIM shall ensure the web page is updated at least weekly with pertinent schedule information, new photos, contact information, etc.
2. *Project Fliers.* At least 10 working days prior to the start of work, the PIM shall prepare and deliver one flier to each *property* owner potentially impacted by the highway work zone such as properties with direct access to the highway, nearby businesses, schools, homes, churches or others who rely on regular traffic access in the construction zone. The flier shall be developed using the CDOT template. An email containing the flier shall also be sent to all those known to use the project limits having significant or daily use of the roadway contained within the project corridor. Examples of these are bus services, community centers, schools. Additional fliers may be required, as directed by the Engineer, and may be delivered via <http://uspseverydoordirectmail.com>, the use of a mailing list from county GIS mapping, or other approved method.

The flier shall provide the anticipated project start and end date, location  and description of work, traffic impacts and hours/days of operation, PIM’s project information line, email address, web address, project map (if necessary) and a construction safety message as defined by the department.  Flier may also contain contractor logo, if desired. Fliers shall be submitted for approval in accordance with Table 626-2. Final approval is provided by Engineer. The PIM shall contact the Regional Communications Manager for a flier template which will include CDOT’s logo, project logo, or both.

*Language Assistance for LEP Persons.* CDOT is required to provide access to Limited English Proficient (LEP) persons. LEP persons are individuals for whom English is not their primary language and who have a limited ability to read, write, speak or understand English. Examples of language assistance include, but are not limited to, translation of meeting notices and interpretation services at meetings. At a minimum, the PIM shall work with CDOT to provide interpretation services upon request by an LEP person. Additionally, if the community to which the project flyers shall be distributed has greater than 5 percent LEP persons, the flyers shall be translated. The PIM shall document all measures taken to communicate with LEP persons and record all requests for language assistance.

1. *Public Information Collateral.* The PIM shall develop a variety of outreach collateral to share coping information to the public as necessary for major project milestones such as long-term closures or impactful construction activities (i.e. nighttime noise, restricted access, utility impacts, etc). Collateral could include newsletters, fact sheets, flyers, social media updates, etc.
2. *Construction Signing.* In accordance with Section 630, a minimum of one week prior to start of work, the Contractor shall erect signs at both ends of the project limits, with the estimated dates when the project will commence and end. The signs shall include the Contractor’s name and public information contact number.
3. *Response Protocol to CDOT and the public.* The PIM shall conform to Table 626-1 in responding to correspondence from stakeholders and the public:

 4

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

**Table 626-1
RESPONSE PROTOCOL**

|  |  |
| --- | --- |
| **TYPE OF COMMUNICTION** | **TIMING OF RESPONSE** |
| Hotline Calls | Check messages throughout dayRespond same day (initial call) or within 24 hours (including weekends if work is occurring) |
| Email | Same day (within two business days for high volume situations) |
| Call from CDOT Staff | As soon as possible |
| Webpage Inquiries | Same day (within two business days for high volume situations) |
| Public Meeting Inquires | Within one week of the meeting |

1. *Deliverables Protocol to CDOT.* The PIM shall conform to Table 626-2 in submitting the following for Department review and approval prior to dissemination:

 5

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

**Table 626-2
DELIVERABLES AND SUBMITTAL TIME TO CDOT ENGINEER**

|  |  |
| --- | --- |
| **Deliverable** | **When to be submitted** |
| PIM Name and Credentials | Before Pre-Construction Meeting (along with key staff submittal) |
| PIM Contact Information | At Pre-Construction Meeting |
| Emergency Response Telephone Tree (when required in the Contract) | Before works starts |
| Local Telephone Hotline | Before works starts |
| Stakeholder Distribution List (if required for non-work zone flyer recipients and emergency service providers) | At Pre-Construction Meeting |
| Lane Closure Reports | Weekly, on Thursday by noon  |
| Traffic Advisories/Media Releases | 48 hours prior to scheduled distribution date |
| Fliers, posters or other public material | 5 Working Days prior to the scheduled distribution dateIn cases of rapid response, 48 hours prior to distribution |
| Photos/Video | Twice a month or as requested. |

1. *Deliverable protocols to the public.* The PIM shall conform to Table 626-3 in providing the following information to the public:

 6

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

**Table 626-3
DELIVERABLES AND SUBMITTAL TIME TO THE PUBLIC**

|  |  |
| --- | --- |
| **Deliverable** | **When to be published** |
| Full road closures, detours, and major traffic impacts lasting seven days or longer | 14 days prior to the beginning of activity in any area of the Project. |
| Major project activities (such as major lane shifts, bridge demolitions, etc.) lasting seven days or less  | 7 days prior to the beginning of the activity |
| Other remaining types of construction Activities in any area of the Project including:* Night Work
* Utilities
* Change of business/residential access
 | 7 days prior to the beginning of activity in any area of the Project or as determined jointly by teams |
| Other construction updates (e.g., cancellation of planned closures, additional lane closures, closure removals, major traffic shifts, etc.) that directly impact the public. | As soon as known with at least 24 hours’ notice |

1. *Public Information Contact Sheet.* A Public Information Contact Sheet shall be completed by the PIM with the names of contact as appropriate to the project:

**Public Information Services Contact Sheet**⚫

**Owners:**

Colorado Department of Transportation, Maintenance Superintendent/Resident Engineer

Name:

Address:

Phone/s:

Email:

Colorado Department of Transportation Regional Communications Manager

Name:

Address:

Phone/s:

Email:

7

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

Colorado Department of Transportation Web Site Administrator

Valerie Skillern

4201 E. Arkansas Ave., Ste. 277

Phone:  (303) 757-9361

Email:  valerie.skillern@state.co.us

Colorado Department of Transportation’s Colorado Traffic Management Center (24-hours/day)

425 –C Corporate Circle

Golden, Colorado 80401

Phone: (303) 512 – 5830 or 800-353-6604

Fax: (303) 274 - 9394

 **City**

City Manager’s Office Contact

City Public Works

City PIO

Chamber of Commerce

City Fire/Rescue

Police Department

Local Colorado State Patrol Office

Hospital

Ambulance

**County**

County Sheriff’s Office

County Road & Bridge

County PIO

**Key Stakeholders (as appropriate)**

Schools/School District

Businesses

Community Centers

Churches

Visitor Centers/Tourist Destinations

 8

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

Railroads

Neighborhood Associations

Multi-Family Housing/Property Management Firms

Special Districts (Business Improvement, Parks, Maintenance, Water, etc.)

Airports

Utility Owners

Commercial Vehicle Operators

Others

**METHOD OF MEASUREMENT**

The Engineer will monitor the PIM and all public information services.  When the PIM provides acceptable public information services in accordance with these specifications, partial payments for the pay item Public Information Services will be made as the work progresses. Failure to provide acceptable public information services will result in withholding of payment for this item. These partial payments will be made as follows:

Partial payments for public information services will be made once each month as work progresses.  The monthly partial payments will be determined by pro-rating the lump sum bid amount by the number of months in the actual construction schedule.

**BASIS OF PAYMENT**

Payment will be made under:

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

Public Information Services (Tier II) Lump Sum

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

Construction Signs will be measured and paid for in accordance with Section 630.

9

REVISION OF SECTION 626

PUBLIC INFORMATION SERVICES

(TIER II)

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

The Designer should consult the Regional Communications Manager to discuss which level of PIM specifications is warranted prior to completion of bid package. Tier II PIM projects are medium to high impact projects which typically involve:

• Moderate/High visibility from media/ public

• Moderate/High stakeholder involvement

• Moderate/High impact to traveling public/ stakeholders

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

Use this spec if your project has some/all of the following: is being conducted on a high-volume road with possibly a significant number of direct-access points/driveways; is in or adjacent to a community’s business center with high commuter/pedestrian/cycling traffic; changing work zones; variety of stakeholders (e.g., businesses, transit providers, commuters, tourists, etc.) and a need for more consistent public information activities. A “Tier II” project requires a professional-level PIM to complete the following: hosting a public meeting prior to construction, as well as during, if warranted; gathering and managing a stakeholder contact list; establishing a project information number for posting on static construction signs, completing a lane closure report each week, delivering project flyers to those residences/businesses with direct access to highway, meeting with affected property owners as necessary, providing content for project web page, if warranted, answering and logging calls/emails to the project information line/email address, assisting with media relations and more.

♦ In consultation with the Regional Communications Manager, identify key communication issues which need to be addressed.

▼ In consultation with the Regional Communications Manager, identify additional public meetings required during construction.

⚫ Complete the worksheet with contact information for the contacts applicable to this project. Delete contacts which are not required.