

SECTION 00146 - PUBLIC INFORMATION AND INVOLVEMENT

ODOT Provisions and Requirements

00146.00 Scope - This Section covers the requirements for the Contractor's responsibilities and participation in Public Involvement and community outreach events.

00146.10 Standards - The Contractor shall conduct public involvement in accordance with the requirements of this Section 00146. The Contractor shall use the following documents:

- 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

00146.20 Requirements

(1) Purpose - The Public Information and Involvement ("PI/I") program function serves two (2) primary purposes. First, the public information function is the means for delivering vital information to stakeholders and affected communities 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 Section 00145).

(2) Public Information and Involvement Goal - The Project PI/I program has a single, overriding goal: Fully-informed and meaningful participation by stakeholders and the public for the duration of the Project.

Deleted: .

(3) Official Spokesperson – The Agency's Region Public Information Representative (PIR) or designated representative will act as the official spokesperson for the Project according to Agency 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) Contractor Responsibilities – The Contractor is responsible for supporting PI/I functions according to the strategy and schedule described in the PI/I Communication Plans approved by the Agency. This includes but is not limited to:

Deleted: conducting

- Working with the A&E Public Involvement Manager, Agency and Agency's third-party Public Involvement Team to develop 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 construction phase.
- Acting as the Project's on-site Community Liaison, to provide project information and outreach to the public and stakeholders through a variety of activities and

Deleted: Addendum #2

Deleted: February 20, 2008

events such as project tours and celebrations, presentations to community, civic and stakeholder groups, governing bodies and elected officials, and through other outreach opportunities identified in the Project Communications Plans or as required by the Agency.

- Responding to public and stakeholder questions and concerns, and reporting them to the A&E PI Manager, Agency and Agency's third-party PI Team.
- Providing timely, accurate and useful construction information to assist the A&E PI Manager in developing and distributing Project Initiation Notices, Project Information Papers, fact sheets, news releases, Web updates and newsletters, and other informational materials as required by the PI/I Communication Plans.
- Assist Agency's third-party PI Team in providing regular briefings, public feedback and construction information to the Community Advisory Group.
- Reporting Weekly Construction Updates.
- Maintaining and updating a Monthly Public and Stakeholder Comment Log.

The Contractor shall execute all community liaison, public involvement and information activities, events and materials following Agency policy and standards, the Agency's OTIA Program Communications Plan, ODOT Operational Notice PD-12, P/I Tier Assessment Guide, and OTIA Program messaging and formatting requirements.

(a) Community Liaison - The Contractor shall designate an experienced individual to act as its Community Liaison (CL). The Contractor's CL shall be a person experienced in community relations, public involvement and communications for construction projects. This person may be the Project Manager or Assistant Project Manager.

The Contractor's CL shall work closely with Agency Public Involvement staff, Agency's third-party PI Team, A&E PI Manager and other Contractors as necessary to carry out Community Liaison duties. The duties of the Contractor's CL include but are not limited to:

- Reporting of construction activities and traffic operations that impact drivers, key stakeholders and the surrounding community;
- Providing construction-related Project information as needed for development of communications materials, maps, photographic and videographic records, displays and other public information and outreach materials necessary to educate and inform Project stakeholders and the community at large;
- Attending regular public involvement coordination meetings;
- Conducting on-site Project tours and events for the public and news media;
- Providing Project briefings and other outreach to community groups, governing bodies and stakeholder organizations; and
- Other PI activities deemed necessary and approved or assigned by the Agency.

(b) Replacement of Contractor's CL - If the Contractor chooses to replace the CL, it shall notify the Agency 15 Calendar Days before such removal and provide a suitably qualified replacement. The Agency may disapprove such replacement if his/her qualifications are not equivalent to or greater than those of the Contractor's

Deleted: Addendum #2
Deleted: February 20, 2008

CL being replaced. Further, if during the term of the Contract, the Agency determines that the Contractor's CL is not effectively implementing the Community Liaison duties, Agency may require the removal and replacement of the Contractor's CL. The Contractor shall remove and replace the Contractor's CL within two (2) Calendar Days of the date of such notice.

(5) Public Involvement, Community Outreach and CS³ - Meaningful public involvement is essential in ensuring that Project solutions reflect community values. To this end, the Contractor will coordinate with the A&E PI Manager and provide timely, accurate and useful information for dissemination to stakeholders and media.

~~As requested by the Agency, the Contractor shall participate with the A&E PI Manager in PI/I activities that address issues that stakeholders may influence through their active involvement. These activities and issues may include:~~

Deleted: In addition
Deleted: as requested by ODOT

- Project aesthetics.
- Location and operation of detours.
- Routes for transportation of materials to and from the Project location
- Timing of construction in relation to local activities and events.
- Incident management.
- Access for local businesses, residents, and institutions.

(6) Construction-Phase PI/I Communication Plans - The Contractor shall support the A&E PI Manager by participating in Public Involvement Planning Meetings with Agency staff to review and refine the Public Involvement strategies, planning, and protocols for the Project construction phase. The A&E PI Manager ~~shall coordinate the meeting with the Agency, prepare and distribute the agenda in advance of the meeting, and distribute meeting minutes after the meeting.~~

Deleted: will
Deleted: shall

The Contractor shall support the A&E PI Manager in updating the PI/I Communication Plans for the Project construction phase that detail outreach strategies, tasks, informational materials, and schedules showing how the public will be kept informed about design and construction activities and meaningfully involved in and informed about Project decision-making. Essential elements of the PI/I Communication Plans include:

- (a) Delineation of PI/I communication procedures the Contractor shall employ, including community outreach methods and schedule.
- (b) A schedule that allows 14 Calendar Days for review and comment on all final versions of PI/I and community outreach materials prepared for public distribution.
- (c) A description of the informational materials that will be used on the Project during the construction phase, and when they would be prepared and distributed, including the following:
 1. A Project Initiation Notice letter and accompanying draft News Release announcing the Project construction startup to stakeholders and the traveling public.

Deleted: Addendum #2
Deleted: February 20, 2008

2. Project Information Papers, using the provided Agency standard templates and written to Agency style standards.
3. Updates about Project construction activities, issues and progress, including but not limited to: location and operation of detours, routes for transportation of materials to and from the Project locations, timing of construction in relation to local activities, incident management, and access for local businesses, residents, and institutions.
4. Updates about stakeholder concerns regarding mobility, detours, lane closures, noise, and other community impact issues; and Project successes.
5. Construction activity notices that shall include:
 - 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, Project location, and staging areas, if located outside the Project location).
 - General scope of the construction-related activities that will be performed and portion of the Project Site affected (Work zones and staging areas, if located outside the Project location), hours and days of operation, and temporary access limitations, load limits, lane closures, detours, parking restrictions, etc.
 - Contractor, A&E and Agency point-of-contact information.
 - Other information requested to be included by Agency or deemed appropriate by the Contractor and A&E.

Deleted: s

6. The Contractor shall also provide:

Deleted: c

(a) Weekly Construction Update Reports detailing mobility and highway impacts of planned construction activities.

(b) A construction-phase Emergency Contact List and Emergency Response Protocols based on Agency emergency response protocols.

Deleted: The contractor shall provide a

(c) Designation of protocols the Contractor will follow for informing A&E and the Agency of public and stakeholder contact and Contractor or Agency response during the Project construction phase.

Deleted: d

(d) A description of public and stakeholder comment and complaint resolution and rapid-response procedures the Contractor will follow, including ongoing maintenance and monthly reporting of the Monthly Public and Stakeholder Comment Log during the Project construction phase.

Deleted: f

Deleted: e

Deleted: The contractor shall provide a

Deleted: s

(7) P/I Submittal, Review and Distribution Protocols - The Contractor shall provide construction-phase information and content to A&E PI Manager for Public and stakeholder communication materials, such as Project Information Papers, construction notices, news releases, informational materials and fact sheets, direct mail, advertising, electronic notices, newsletters, and information for Agency web site updates. Such content must be submitted to A&E PI Manager according to a schedule that shall allow at least 14 Calendar Days prior to the publication date determined by Agency to allow adequate time for review and comment by the Agency.

Deleted: Addendum #2

Deleted: February 20, 2008

No materials shall be published or distributed to the public or stakeholders without review and comment by the Agency.

The Agency is responsible for news media relations and distribution of all information materials to the news media (including but not limited to newspaper, magazine, radio, and television media).

Deleted: The Contractor is responsible for the production, printing, and distribution of all construction-phase information materials mailed or otherwise distributed directly to stakeholders and the public. ¶
¶
The Contractor is responsible for the production and purchase of Project construction-phase display advertising in local and regional print media.¶
¶

The Contractor's Community Liaison shall distribute construction activity notices, developed in partnership with the A&E PI Manager and approved by the Agency, to all affected stakeholders, including residences, businesses, and property owners adjacent to the Project. Draft construction activity notices must be submitted to Agency for review and comment prior to distribution to all residences and businesses adjacent to the Project location not less than seven (7) Calendar Days prior to beginning construction activities

(8) Public Involvement and Community Outreach Events – The Contractor's Community Liaison shall participate in public events (such as informal Project open houses or community forums, public presentations to the Community Advisory Group, outreach to community groups and governing bodies, etc.) as needed and requested by Agency. These public events shall be conducted in order to collect input from the public and stakeholders, and/or describe the Project and the design and construction work underway.

Deleted: attend

The Contractor shall assist and support the A&E at these events by:

- Presenting information as requested by the Agency regarding such items as traffic studies, environmental studies, design, or construction concepts.
- Providing Project construction information for use by A&E PI firm in developing exhibits, displays, maps, handouts and other informational materials appropriate for the event
- Attending and helping the A&E conduct events
- Helping the A&E collect public input, comments, and suggestions

Deleted: The Contractor shall assist A&E PI Manager at these events by presenting information as requested by agency regarding such items as traffic studies, environmental studies, design or construction concepts. ¶

Deleted: to perform the following

Deleted: e

Deleted: to

(9) Final PI/I Report - At the conclusion of the Project, the Contractor shall provide information to the A&E PI Manager for inclusion in the Construction-Phase Final PI/I Report. The Construction-Phase Final PI/I Report shall include:

Deleted: r

- A report of PI/I and Community Outreach 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 Public and Stakeholder Comment Log.
- Copies of Weekly Construction Update reports.
- Copies of newspaper and magazine clippings, Internet articles, Web pages and other published, recorded, or broadcast information collected in relation to the Project.
- Selected Bridge photo documentation

Deleted: Addendum #2

Deleted: February 20, 2008

(10) Submittals - The Contractor shall submit the following to Agency:

- Copies of Construction Project PI information provided to the A&E for inclusion in the following Project Construction-Phase PI materials:
 - Communications Plans and Schedules.
 - Emergency Contact List and Protocols.
 - Project Information Papers.
 - News Releases.
- Weekly Construction Updates – submitted 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 the Contractor’s rapid response and resolution of each issue raised.
- Project photo-point(s) and photo documentation – also to be included as part of the Final PI/I Report, documenting before/during/after Project photos at selected sites determined in consultation with the Agency.
- Final PI/I Report – to be submitted at Project completion in partnership with A&E, providing a comprehensive record and analysis of the PI/I program as implemented during the construction phase.

Deleted: Addendum #2
Deleted: February 20, 2008