

## **General Public Outreach Plan – Major Projects**

Our primary goal is to assure the public that SBCTA is a public agency that delivers quality transportation projects and trustworthy, accurate and timely public information.

SBCTA will provide the primary outreach effort. This will be a targeted approach with incremental outreach based on construction schedule and staging. The primary target audiences identified for this project include, but are not limited to:

- LOCAL AGENCY
- SBCTA Board
- LOCAL AGENCY and area Emergency Service Providers
- School Transportation Coordinator(s)
- Local Business Community
  - Specific businesses with expanding priority based on proximity to work zone and detours
  - Chamber of Commerce
- Commuters
- Recreational Travelers
- Trucking Industry
- Local media
  - Print
  - Radio
  - Television

In the weeks prior to the selection of a construction contractor, SBCTA will coordinate an Emergency Responders Project Briefing to highlight the project details and possible access challenges for consideration by the project team.

Following the emergency responders briefing, SBCTA will coordinate a Chamber of Commerce Project Briefing to highlight the project benefits, possible construction schedule and traffic management plan.

Prior to construction, SBCTA and the LOCAL AGENCY will conduct an Open House Community Meeting to highlight the project details to the general public. Information about project schedule, construction staging, detours, funding, etc. will be highlighted at this meeting. Project team members will be present to help field questions about the project.

Just prior to the selection of a construction contractor, SBCTA will coordinate a groundbreaking media event with the LOCAL AGENCY to ceremoniously open the project. SBCTA develop) and maintain a task list of deliverables for this event. SBCTA will acquire the necessary items authorized for the event. SBCTA will be responsible for set up and breakdown of the event site.

Prior to construction beginning, SBCTA will coordinate a community meeting to share project information, construction scheduling, detour information and expected challenges with the general public. SBCTA will develop and maintain a task list of deliverables for this event. SBCTA will acquire the necessary items authorized for the event. SBCTA will be responsible for set up and breakdown of the event site. Staffing this event will be determined based on availability.

Near the completion of the construction project, SBCTA will coordinate a ribbon-cutting media event. SBCTA will implement a process in similar fashion to the groundbreaking event.

At various stages throughout the project, SBCTA will:

- Establish and maintain stakeholder and/or 'interested parties' list(s) – used for sharing project updates during project. May need to be filtered to specific audiences (i.e. emergency responders, city government, etc.)
- Development of a project fact sheet (include project description, project budget, project schedule, SBCTA contact information, LOCAL AGENCY contact information, photos, logos, etc.)
- Weekly media advisories (SBCTA template). SBCTA will make weekly contact with project team to establish what road or lane closures (and associated detours if applicable) will be taking place, develop the advisory, send to SBCTA Public Information Office for approval, submit to webmaster for posting, distribute to appropriate media and stakeholder list.
- Emergency notices – when needed.
- Develop web content for project tab on SBCTA website. This page should include same elements of fact sheet with expanded detail when possible. If the information is dynamic, please provide updates to SBCTA Public Information Office for approval prior to submitting to webmaster.

Noteworthy:

All requests for speaking to government councils, boards, chambers of commerce or similar business or social groups shall be directed to the SBCTA Public Information Office before agreeing to appear.

All media inquiries shall be directed to the SBCTA Public Information Office.