

## Appendix D: Sample Communication Plan

## **INTERSTATE 65 BRIDGES REHABILITATION PROJECTS CONCEPTUAL PUBLIC INFORMATION / COMMUNICATION PLAN**

The primary goal of the Communication Plan or Public Information Plan (PIP) is to inform the motoring public and area stakeholders of project information including planned Maintenance of Traffic (MOT) activities which includes significant lane closures and ramp closures. The KYTC District 5 Public Information Officer (PIO) will coordinate and disseminate to stakeholders and the media appropriate information regarding the construction plans.

Specific Maintenance of Traffic (MOT) concepts will be implemented specific to each project so this Communication Plan / Public Information Plan is intended to serve as a framework that can be modified for consistency with specific repair or rehabilitation concepts for each bridge or set of bridges.

The Communication Plan / Public Information Plan should include an outreach to Local Stakeholders. A potential listing of Local Stakeholders follows although specific stakeholders may be varied to fit the specifics for each project:

### **LOCAL STAKEHOLDERS**

- Elected Officials – *show names, telephone numbers and e-mail addresses*
  - State Senators
  - State Representatives
  - Louisville Metro Stakeholders
    - Mayor
    - Councilpersons
- Local Agencies – *show names, telephone numbers, and e-mail addresses*
  - Director of Transportation for Jefferson County Public Schools
  - Transit Authority of the River City (TARC)
  - Louisville Metro Police Department Traffic Division
  - Louisville Fire District
  - Over dimensional Permits (KYTC)
  - Louisville Metro Public Works
  - University of Louisville
  - Jewish Hospital
  - Jefferson Community and Technical College
  - Other Local Agencies
- Utility Companies
  - Local utility companies are kept apprised of this project at the monthly utility coordination meetings hosted by District 5

## **TRUCKING FIRMS AND OUT OF STATE STAKEHOLDERS**

Information will be distributed electronically to trucking firms via the Department of Vehicle Regulation (502-564-4540). Information will also be posted on the 511 website ([www.511.ky.gov](http://www.511.ky.gov)) and on the 511 telephone information system.

## **SPECIAL EVENTS and VENUES**

Potentially affected stakeholders should be contacted regarding events and venues that will generate large volumes of traffic. Maintenance of Traffic (MOT) plans should attempt to avoid having lane or ramp closures during such events.

Stakeholders that should be contacted include but is not limited to:

- Chamber of Commerce
- Convention and Visitors Bureau
- Kentucky Fair and Exposition Center
- Downtown Hospitals
- University of Louisville
- Jefferson Community and Technical College

Information will be provided to these groups via traffic advisories, press releases, presentations to specific groups, and the District 5 website.

## **PROJECT SCHEDULE AND DESCRIPTION OF WORK**

A project description including the anticipated schedule will be provided to the media, stakeholders and other emergency service agencies via e-mail prior to construction. The proposed maintenance of traffic (MOT) scenario to be used with the specific repair / rehabilitation scenarios should be provided as part of the description of work.

## **MEDIA RELATIONS**

The District Public Information Office PIO will coordinate with the various news outlets prior to award of a construction contract. These efforts will give the public early notice that construction is pending and the extent to which major traffic impacts are expected.

The PIO will provide the various news outlets and also use social media where appropriate to provide advance notice (at least one week) of mainline lane closures, the first day of the closures, updates for when major delays are anticipated and when the lane closures are expected to come to an end. The contractor also will provide delay information to the PIO anytime the back-ups are or are anticipated to exceed 5,000 feet (about 1 mile).

The District PIO will prepare an initial news release regarding the contract award for the project.

KYTC will place a newspaper advertisement in the Courier-Journal to provide general information about the project location and work to be performed.

Radio ads will be purchased to announce specific closures on Interstate 65 and associated ramps.

The PIO will conduct interviews with the media throughout the project duration to keep the public informed of construction progress.

Traffic advisories will be submitted to the media when a change in the MOT occurs. The contractor must provide to the PIO via the Resident Engineer notification of any change in the MOT at least 14 days prior to mainline lane closure and 5 days prior to ramp closures. The contractor must provide the PIO 48 hours notice prior to canceling these closures.

In order to inform out of state travelers, the Kentucky AAA should be contacted by the District PIO (with input from the Contractor) to include the project information in their TripTix.

Variable Message Display boards will be positioned along I 65 two weeks in advance of construction advising of the dates pending lane closures and the anticipated duration of these lane closures.

### **Out of State Departments of Transportation (DOTs) and Traffic Centers**

The KYTC Transportation Operations Center (TOC) and its existing resources and system will be utilized to distribute information about lane closures to their constituents and to other adjoining state DOT TOCs. The appropriate information will be placed on the Cabinet's 511 phone system and on the maps through the CARs information system which will feed the web-based travel information portal. The KYTC TOC receives the project information through e-mail updates from the District PIO.

### **Variable Message Signs (VMS)**

All TRIMARC related VMS will display an appropriate two-line flash message on all the major interstate approaches (I-65, I-64, I-264, and I-71) to Louisville. The D-5 PIO and TRIMARC personnel will develop the two-line flash message. TRIMARC personnel will actually program the message. TRIMARC receives the project information through e-mail updates from the District PIO.