

# Public Information Plan

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CCG2  
Cleveland Innerbelt

The goal of the Public Information Plan is to provide clear, consistent and timely information during the second phase of the George V. Voinovich Bridge and Innerbelt Corridor Project. Trumbull-Great Lakes-Ruhlin (TGR) will provide comprehensive information about the project itself, construction activities and traffic impacts. It is essential to recognize that the large scope of the project will have varied impacts on a number of audiences and information concerning these impacts must be communicated directly to the audiences they concern most. Tasks will include responding to the public, coordination with ODOT concerning the media, press releases, preparing regular traffic updates, web updates and photo and video documentation. Information will be coordinated with local jurisdictions, transit providers, emergency service providers and local neighborhood, community and business groups.

During the first phase of the bridge project a comprehensive communication plan was developed. This communication plan, concerning the second phase, will build upon the initial plan in order to offer a seamless transition through the phases. The overall goal of TGR is to deliver a successful project. The PIP will support this delivery by:

- Providing information to individuals and entities directly affected by the project.
- Building upon the relationships ODOT has with associated agencies, individuals, the community and businesses.
- Working to increase the overall understanding of the importance of this project as well as the entire Innerbelt Reconstruction program as it relates to mobility and the economic vitality of the region and State.

### **Working with ODOT personnel**

Essential to the project is keeping all ODOT and TGR personnel affiliated with the project in the same communication loop. In order to accomplish this, the “loop” must be established. An internal email distribution list will be created and reviewed periodically. In addition, an after-hour prioritized project contact list will be developed to include home and mobile numbers as well as email addresses.

Another key ingredient in that effort will be a weekly progress report, which will include a look ahead to project details and construction schedules. The report will include upcoming permanent and temporary road closures, lane closures, detours, project status and other relevant information. The report will be emailed on Monday. TGR will deliver additional updates if construction or their impacts change or at the request of ODOT. This report will be distributed to ODOT and TGR personnel.

Communication staff will hold a weekly meeting to evaluate the effectiveness of information strategies and any issues which may have come up. This will be done with a look to the future as well. Anticipating issues, which may arise, and proactively working to address them ahead of time will help to minimize reactionary and defensive communication. Any comments concerning communication materials will be discussed at the meeting in order to resolve them. At any time, ODOT is welcome to invite others

such as the City of Cleveland and other public agencies and stakeholders, to share in this information.

- Develop internal email distribution lists
- Weekly communication team meetings
- Weekly progress reports

## Communicating to external groups

### Social Media

TGR will work with ODOT to communicate with those impacted by the second phase of construction of the George V. Voinovich Bridge, including transportation coordinators, transit agencies, local chambers of commerce, sports teams, entertainment venues, retail centers, business communities and the motoring public. The goal is to keep all informed of current and upcoming construction activities and to encourage a more efficient use of the highways and roadways.

Construction updates will be provided on a weekly basis and more frequently if needed or if changes will cause traffic impacts to change. Updates will include planned permanent and temporary road closures, lane closures, detours, project status and other information relevant to the public. Any unforeseen schedule changes will be communicated immediately.

The weekly construction update/meeting information will be given to ODOT to disseminate via the project website, [www.Innerbelt.org](http://www.Innerbelt.org), as well as other outlets. Because this is a second phase of an ongoing project, there have been several information outlets (social media outlets) already established, including the website, a Twitter account, a Facebook page, and an email distribution list.

The website [www.innerbelt.org](http://www.innerbelt.org) is the perceived best information source for the general public, so it is important to constantly review and update its pages.

- Explore counting methods to determine website usage – can this be done per page
- Explore utilizing GIS
- Work to create an Instagram account

Continue to provide updates and information to ODOT for use on the Facebook page in addition to assisting with answering questions and comments posted.

With Twitter there is more opportunity to reach followers with information on traffic impacts due to construction, reports of incidents affecting traffic and unusual congestion situations within the project area. Information concerning such situations will be provided in as timely a manner as possible.

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## Public Information Plan

Work to establish an Instagram connection with bridge visual information such as photos and, if possible, maps.

Assist with the creation of email alerts concerning traffic impacts, construction activities, lane and road closures, detours and alternate routes.

Explore the possibility of developing an Innerbelt Traffic App with these possible features:

- Click on traffic impact map (location specific)
- Click on traffic alerts (email updates)
- Click on web page

The stature of the project is sure to generate public inquiries via various avenues such as phone calls, emails, the US Mail, Twitter, Facebook and others. TGR will work with ODOT to develop appropriate responses as requested as well as track the number, nature and general concern of each inquiry.

### **Message Boards**

There is an opportunity to reach out directly to all motorists using the Innerbelt with signage and message boards along the Interstate. TGR will employ the use of portable changeable message boards to convey upcoming traffic impacts. Also when necessary the signs will be used to indicate a change in traffic conditions due to emergency situations. Portable changeable message board messages shall be approved by the ODOT Field Project Engineer.

In addition ODOT has control of dynamic message boards which should be used to warn motorists of changing traffic conditions, including alerting them to upcoming significant changes.

Messages for these devices will be predetermined in accordance with the approved detours as well as pre-approved by ODOT. In anticipation of emergencies, such as an accident which impacts a significant amount of traffic, messages will also be predetermined so they can be put into place immediately.

### **Highway Advisory Radio**

Highway Advisory Radio stations can also be used to let motorists know what lies ahead in terms of traffic impacts, changes or even conditions. TGR will provide timely and accurate information for ODOT to use in conjunction with HAR as well as draft messages relating to planned construction activities. HAR messages shall be approved by the ODOT Field Project Engineer who will coordinate the placement of the message.

## Stakeholder Groups

The first phase on the project saw the development of various “stakeholder” groups. These groups will be re-examined, re-organized, and, if necessary re-engaged for the second phase of the project. It is important to keep groups up-to-date with the latest information concerning the progress of the Innerbelt. Groups can also be used to assist in information dissemination through their various channels.

- Maintain positive relationships, establish new relationships where needed
- Minimize inconvenience and economic loss
- Further existing atmosphere of trust and credibility

**Innerbelt Connections Committee** – the largest group made up of civic groups, major employers including area hospitals, sports venues, chambers of commerce and development corps., the convention and visitors bureau and health innovation center.

**Public Relations Committee** – a group of public relations staff from affected organization, businesses, venues and locations.

**Maintenance of Traffic Committee** – Project staff from ODOT and TGR, City of Cleveland, GCRTA and other major traffic generators.

**Public Officials** – City of Cleveland, staff, Council and Planning Commission, Cuyahoga County, (Executive, Council, Engineer, Public Works, Planning), NOACA, State Senators and Representatives, US Senators and Congressmen.

### Work Zone Supervisor Vehicle

The Work Zone Traffic Supervisor has been provided with a 1/2 ton pickup truck equipped with a 70” x 30” full matrix message board, capable of displaying a flashing arrow or full messages. The message board is fully programmable from the driver’s position, and can be raised and lowered from the location as well.

The pickup truck with the message board is intended to be used by the Work Zone Traffic Supervisor to help Work Zone Traffic Control, rolling blocks, truck ingress and egress and other work zone activities.

### Telephone Hotline

TGR will manage and pay for telephone hotlines (local and toll-free) established in CCG1. Actual costs for the phone lines will be provided to ODOT. All inquiries will be responded to within one business day with responses being coordinated with ODOT. Questions and comments, as well as responses given, will be documented and given to ODOT as requested. Any trends will be reported to ODOT immediately.

## **Open Houses, Special Events, Public Meetings and Speaking Engagements**

Attend and participate in at least one Open House per construction year designed to inform the public of the project's status. TGR will assist with outreach to community groups, including neighborhoods, businesses, trucking companies, shippers, transit agencies, employee transportation groups and environmental groups. If space rental is needed for such outreach, TGR will pay for space rental up to 4 times a year. The costs of such rentals will be provided to ODOT. This outreach will include the development of a standard, informative presentation to be updated as needed.

Some requests for the presentation will come naturally. TGR will also work to help ODOT establish more community meetings or opportunities and even informal gatherings for the presentation. This will help to broaden the communities' knowledge of the project, its benefit to the region and state and encourage understanding and acceptance of alternate routes, road closures and detours.

In addition to the more formal community meetings, TGR will assist ODOT in seeking out less formal opportunities to present information such as community festivals, Downtown gatherings and other events which attract crowds.

## **Major Events/Specific Traffic Generators**

Certain events in the city will attract major crowds, which could be impacted by construction. TGR will assist ODOT in maintaining its list of public events which is updated monthly. This list will be used by TGR to minimize construction impacts for public events. Where such messaging is possible (such as score boards) TGR will work with event venues to determine the feasibility of broadcasting traffic messages.

## **Media Relations**

Provide information for media releases and inquiries. ODOT will serve as primary spokesperson for the project but TGR will be available upon request. Information provided will comply with ODOT messaging and other standards, including requirements for advance project information, progress and accountability and will be timely.

Any request from media will be coordinated with ODOT.

Utilize services such as Google Alerts to determine how much information is being shared with others.

## **Ground Breaking and Ribbon Cutting**

TGR will coordinate with ODOT and attend a ground breaking and ribbon cutting event and assist with planning. Costs of space and equipment rental will be born by TGR and details will be provided to ODOT.

## **Project Tours**

TGR will develop a plan to co-lead and coordinate up to 30 regular public walking tours of the project site per year. Tours will be advertised on the web page and participants will be able to sign up on the Internet or by phone. In addition to creating the story line for the tour, TGR would like to incorporate visual aids using of portable electronic devices to help demonstrate construction activities and sustainability initiatives.

Safety gear will include hard hats, safety vests and safety glasses and will be provided for up to 50 people.

## **Neighborhood Outreach/Utility Interruptions**

Direct mail or door hangers will be used to let those who will be impacted by construction activities (noise, local lane closures) and utility disruptions know what to expect, when to expect it and for how long. The project web site and hot line number will be included for those who might have additional questions or comments. Information specifically related to utility interruptions shall be field approved by the ODOT Field Project Engineer. Content of any collateral shall be approved by ODOT's PIO.

## **Quarterly Newsletter**

TGR will manage the production of a quarterly newsletter, including costs for writing, design, printing and distribution. Content of the newsletter will be approved by ODOT. Costs of the newsletter will be given to ODOT.

## **Information Cards**

TGR will design and print up to 10,000 project information cards which contain information on how to get more information about the project (web site and hot line numbers.) The cost of the cards will be provided to ODOT.

## **Introductory Briefing/Kick-Off Meeting**

An introductory meeting will be scheduled to share details of the second phase of Innerbelt construction. The meeting will include the City of Cleveland, key stakeholders and others ODOT deems appropriate. The focus of the meeting will be to create open communication that encourages free exchange of ideas. TGR will present the project

scope, schedule, phasing, milestone calendar, traffic impacts and maintenance of traffic plans, project contacts and public involvement opportunities.

### **Crisis Communication Plan**

In the event of an emergency TGR will notify ODOT of the emergency situation and will work to provide the following information:

1. WHAT happened?
2. WHO was involved?
3. WHERE did it happen?
4. WHEN did it happen (day, date, time)?
5. CURRENT status of the situation as verified by facts.
6. NUMBER of fatalities / injuries. DO NOT release names until next of kin are notified – then release name, job title, age, sex and refer further questions to the appropriate hospital or funeral home.
7. EFFECT on the project?

Address any media issues as needed. All contact from the media shall be directed to ODOT.

Continue to gather and compile and process information from TGR leaders.

### **Photos/Videos**

Access to the entire construction site will be provided for obtaining photos and videos. In addition, photos and videos taken by TGR will be provided to ODOT as requested. Photos will also be posted to a Flickr site dedicated to the project twice a month. Any costs associated with this activity will be born by TGR but provided to ODOT. TGR will produce six professional-quality video vignettes per year highlighting project operations.



**Appendix A**

In accordance with agreed-upon change order #4, the items listed in the spreadsheet attached shall be performed by the TGR team at the request of the Department.

Actual Cost/Third Party billing documentation is required for the bulk of items listed, however the following applies to “lump sum” items 3D, 4A and 5A:

**Item 3D Innerbelt Hotline:** *Respond to all calls, document, summarize and report*  
All calls should be responded to by the TGR team/PI Consultant within **one business day**. Summary report should be in Excel format to include: Date Received, Date Responded, General Topic, Request/Comment, and Resolution/Answer. This summary report will be provided to ODOT at the Department’s request.

*Hotline Summary Example:*

<b>Date Received</b>	<b>Date Responded</b>	<b>General Topic</b>	<b>Request/Comment</b>	<b>Resolution/Answer</b>
5-Jul	5-Jul	MOT info	Can I take I-71 to Indians game tonight?	Yes, then explained coming changes

**Item 4A Quarterly Newsletter:** *Write/Coordinate*

TGR/PI Consultant shall be responsible for coordinating the quarterly newsletter among ODOT, the newsletter designer and TGR team. TGR/PI Consultant shall work jointly with ODOT to determine general content/layout. TGR/PI Consultant shall write the bulk of content with the help of ODOT as needed. All content shall be approved by ODOT.

**Item 5A Photos:** *Take Photos*

TGR/PI Consultant shall be responsible for taking photos at least three times a month on separate occasions/days and should coordinate photography with important work milestones (i.e. capturing the first steel delivery, first pile driving, completion of a pier, etc.). TGR/PI Consultant should shoot multiple work locations during each occasion/day to capture as much as possible.