

Communication Plan Template for SHA Projects

Please return this form to the Office of Communications, who will assign a PIO to work with you.

Project name: _____

Project location: _____

Schedule (month, year): _____

PE:_____ R/W:_____ Construction:_____ Est. comp. date:_____

Project budget:

Planning:_____ Design:_____ ROW:_____ Construction:_____

This plan covers: Planning Design Construction

Type of Project: (Please circle) Capital project Bridge Maintenance District Traffic

District Special Project Other: _____

Contacts:

Originating Office _____

Name	Title	Phone number
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Office of Communications _____

Name	Title	Phone number
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I. ISSUES / MESSAGE

What is SHA planning to do? What is the plain-language description of the project and its location?

Is the purpose and need or problem statement adequate?

Is an emergency communication plan needed?

Are there detours involved?

Other pertinent issues/ community issues:

II. AUDIENCE

Who is affected by the project—who must receive the message?

Required communications (check box as needed):

- Affected property owners
- Trucking industry
- Title VI/Environmental Justice minority outreach audiences
- Business owners? i.e. Main Street community?
- Schools, colleges, etc?
- Local elected officials

Who else do we want to communicate with?

III. BUDGET

What are the major communications elements required by this project, and how much funding is available?

PE: _____ CE: _____ ROW: _____ CONST: _____

IV. TACTICS / PUBLIC INVOLVEMENT

How is the message going to be delivered? Who will deliver it? When? How often? What kind of public involvement is needed?

V. EVALUATION

How will we know if our communications effort was successful? Are surveys or interviews necessary?

Possible Stakeholders and Interested Parties

Not an inclusive list - will vary depending on complexity of the project

SHA Internal Partners

- Internal partners
- Communications Division
- Region Public Information Rep.

SHA Jurisdictional Partners

- City/county agencies
- Federal lands agencies
- Transit districts
- School districts
- State agency partners
- Ports/Special districts
- Other

Shipping/Freight Industry; Commodity Haulers

- Trucking industry
- Ports
- Railroads
- Agriculture
- Forest Products
- Fishing

Special Interest Groups

- Maryland Motor Truck Association
- AAA Midatlantic
- Bicycle/pedestrian associations
- Research others for that area, i.e. community associations?

Property Owners and Property Residents

- Directly affected by project (top priority)
- Adjacent to project
- Other property owners on right of way

Community Residents

- People living in the neighborhood
- People living in the vicinity
- People living in the same city
- People living in the highway corridor
- Commuters traveling the highway corridor

Elected Officials/City, County and Regional Governments/Commissions

- MDOT/ MdTA/ other agencies
- Area Commission on Transportation
- Mayor/city council
- County Commission
- Council of Governments
- State representative(s)
- State senator(s)
- U.S. Senator
- U.S. Representative

Other Affected Community Agencies/ Emergency Services Providers

- Maryland State Police
- City police/county Sheriffs
- Fire districts
- Hospitals/ambulance services
- 911 dispatch centers
- Emergency operations managers
- HAZMAT responders
- Schools and school bus managers
- Water/sewer/fire protection districts
- Parks
- Area attractions/entertainment venues/fairgrounds/festival organizers

Local business community

- Businesses affected by the project (top priority)
- Businesses in the neighborhood
- Businesses in the vicinity
- Businesses in the highway corridor

Environmental Justice

- Low-income communities
- Minority communities
- Spanish translations needed
- Other

Highway Users

- Local drivers/local deliveries
- Commuters/regional and through trips
- Trucking industry
 - Heavy-haul trucking companies
 - Annual permit holders
- Truck stops
- Agricultural and wood products haulers
- Passenger bus companies
- Charter bus companies
- School districts (school buses)

Civic Organizations

- Chamber of Commerce/city club/visitor association
- Local community service clubs
- Local neighborhood associations
- Grange
- Other

Communication Tools

Person to Person

- One-on-one meetings
- Door-to-door / mailboxes
- Public meetings/workshops
 - Information only
 - Information gathering
 - Decision-making
 - Updating

Printed Communications

- Fact sheets
- Fliers
- Postcards
- Brochures
- Posters
- Billboards
- Newsletters/project updates
 - Weekly
 - Monthly
 - Quarterly
 - As needed
- Table-toppers

Media Contact

- One-on-one visits with reporters
- News releases
- Editorial board visits
- Media kits
- News conferences
- News media site visits

- Roundtable

Paid Advertising

- Newspaper display ads
- Radio production spot ads
- Television production spot ads
- Local public access programming
- Billboards
- Bus placards
- Other

Electronic Information Distribution

- E-mail messages
- Project Web site
- Update TripCheck/HTCRS
- OTIA Web site

Events

- Ground breaking
- Block parties
- On-site progress tours
- Dedications/ribbon cuttings/opening celebrations etc.

Legislators/Local Governments/Federal delegation

- In-person briefing
- Electronic updates (e-mail or fax)

Other

- Project-specific “stuff”

Evaluation Tools

Pre-Project Baseline Survey

- Postcard survey
- Telephone survey
- Other

PE Public Meeting Survey

- Ballot survey
- "Bean-jar" survey
- Other

Mid-Construction Survey

- Postcard survey
- Telephone survey
- Other

End-of-Project Survey

- Postcard survey
- Telephone survey
- Other

COMMUNICATIONS PLAN CHECKLIST

Project Name: _____ Project Leader: _____

Scheduled Let Date: _____ Construction Rep: _____

Project Development

Open House Yes, when: _____ No

Door-to-Door Delivery Yes, when: _____ No

Mass Mailing Yes, when: _____ No

Elected official mailing Yes, when: _____ No

News Release Yes, when: _____ No

Advertising(TV/radio) Yes when: _____ No

Construction

Contract Awarded: _____ To: _____

Start Construction: _____

Open House Yes, when: _____ No

Door-to-Door Delivery Yes, when: _____ No

Mass Mailing Yes, when: _____ No

Elected official mailing Yes, when: _____ No

News Release Yes, when: _____ No

Advertising(TV/radio) Yes when: _____ No

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