

WORK PLAN

Arizona Department of Transportation (ADOT)

City of Sierra Vista Safe Bicycle and Pedestrian Routes Plan

Contract No: T0649A0018

TRACS No.:

PO No.:

Public Involvement, Media Relations and Government Relations

Gordley+ Consortium

Fiscal Year 2011

Basic Services

Develop and implement a public information plan in conjunction with project team that includes purpose and schedule for outreach services as outlined below.

1. Contact

Provide contact as applicable with affected and interested parties located in the project area, which include stakeholders, community representatives and/or governmental representatives, and the traveling public. Services to include:

- Compile and maintain e-mail database of stakeholders, including emergency service providers, hospitals, public schools, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, community representatives, governmental representatives from nearby jurisdictions and media. List not to exceed 1,000 contacts.
- Distribute two (2) "survey monkey" surveys via e-mail to project contact database.
- Maintain telephone and e-mail contact as needed, and document communication.
- Assist with media contact list and materials. Assumes ADOT Communications and Community Partnerships (CCP) team will handle direct communication with media.
- Attend up to two (2) team meetings.
- Attend and assist with up to four (4) technical advisory committee (TAC) meetings, as needed.
- Draft and provide content for project website.

2. Public Open House

Plan and assist with one (1) public open house. Services to include:

- Coordinate open house date, time, location and set up.
- Procure meeting facility and provide insurance on behalf of ADOT.
- Prepare e-mail notification to be distributed to area government officials by ADOT before the open house.
- Prepare news release for distribution to local media by ADOT.
- Prepare and place one (1) 4-column by 10-inch black-and-white display advertisement announcing the open house in the Sierra Vista Herald and Bisbee Daily Review newspapers.

- Prepare and distribute a one-color, 11-inch by 17-inch flier and black-and-white, 8.5-inch by 11-inch flier announcing the meeting to affected and interested parties. Assumes fliers will be posted at parks, schools, commercial centers and government facilities.
- Post public meeting and survey information to online community calendars.
- Identify issues likely to be raised by the public.
- Organize and participate in no more than one (1) team meeting in preparation for open house.
- Prepare meeting plan, comment form, sign-in sheet, nametags, fact sheet and directional signage.
- Provide meeting supplies.
- Assist with conducting meeting.
- Prepare summary of meeting, including meeting attendance, notification and materials distributed, with sign-in sheets and written comments attached.

Assumes any response to written comments is provided by ADOT. Assumes technical team will develop surveys. Assumes technical team members prepare displays and any technical handouts. Assumes that ADOT is responsible for handling all media and government relations contact directly. Assumes TAC meetings will be available via video-conference from ADOT Tucson District office.

This work plan assumes no major opposition to the project and is only for services through April 2011. If assumptions made in this plan prove incorrect, additional services may be added through a modified Purchase Order.