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

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone number</th>
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Office of Communications

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</table>

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?

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

Property Owners and Property Residents
- Directly affected by project (top priority)
- Adjacent to project
- Other property owners on right of way
### 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 Plan

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

<table>
<thead>
<tr>
<th>Pre-Project Baseline Survey</th>
<th>Mid-Construction Survey</th>
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<tbody>
<tr>
<td>Postcard survey</td>
<td>Postcard survey</td>
</tr>
<tr>
<td>Telephone survey</td>
<td>Telephone survey</td>
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<tr>
<td>Other</td>
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<thead>
<tr>
<th>PE Public Meeting Survey</th>
<th>End-of-Project Survey</th>
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<tbody>
<tr>
<td>Ballot survey</td>
<td>Postcard survey</td>
</tr>
<tr>
<td>&quot;Bean-jar&quot; survey</td>
<td>Telephone survey</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
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COMMUNICATIONS PLAN CHECKLIST

Project Name:  

Project Leader:  

Scheduled Let Date:  

Construction Rep:  

Project Development

Open House  Yes, when:  

Door-to-Door Delivery  Yes, when:  

Mass Mailing  Yes, when:  

Elected official mailing  Yes, when:  

News Release  Yes, when:  

Advertising(TV/radio)  Yes, when:  

Construction

Contract Awarded:  

To:  

Start Construction:  

Open House  Yes, when:  

Door-to-Door Delivery  Yes, when:  

Mass Mailing  Yes, when:  

Elected official mailing  Yes, when:  

News Release  Yes, when:  

Advertising(TV/radio)  Yes, when:  

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