

Garth Solutions, Inc.
Las Olas Corridor Improvement Project
Public Outreach Approach
Construction Phase

PURPOSE & GOALS OF PUBLIC OUTREACH PROGRAM

To inform and educate stakeholders (residents, businesses, and visitors) during the construction phase of the Las Olas Corridor Improvements. Furthermore, the goal is to maintain an open line of communication that will encourage cooperation from the community; ensure responsiveness to community needs and help to mitigate disruptive impact to stakeholders. Key goals include:

1. To enhance public confidence and support of the improvement project.
2. To implement an inclusive public communication effort that addresses the needs and concerns of affected residents, local businesses, visitors other interest groups and stakeholders, as well as meeting the City's needs.
3. To provide factual and clear information to diverse key audiences to increase public awareness and knowledge of the Las Olas Corridor Improvement Projects.
4. To provide multiple, convenient ways for stakeholders to obtain updates as well as convey any concerns or questions.

KEY AUDIENCES

The Skanska team will work collaboratively with the City to develop an inclusive stakeholder list of residents, businesses and other relevant entities. The initial focus will include but not be limited to the following key audiences:

- Residents in surrounding communities (Individual Condo & Home Owner Associations in closest proximity, Central Beach Alliance, etc.)
- Local Businesses especially those located directly within proximity of the project boundaries (i.e. Quarter Deck, Elbo Room, etc.)
- Other interest groups (Convention & Visitors Bureau, Boat Show organizers, etc.)

RECOMMENDED STRATEGIES & ACTIVITIES

ACTIVITY	DESCRIPTION	TARGET TIMEFRAMES
Ground Breaking	<ul style="list-style-type: none"> Official groundbreaking Invite public officials, local residents & businesses Distribute project information, timeline, and how to stay informed 	➤ 3/25/17
Direct Mail	<ul style="list-style-type: none"> Introductory postcard at project kick off with project overview, timeline & how to stay informed Target zip codes in immediate vicinity via USPS (zip codes to be confirmed) Additional mailers at key milestones TBD 	➤ Around week of 3/6/17 ➤ July 2017 ➤ Oct/Nov 2017
Community Meetings	<ul style="list-style-type: none"> Host a community meeting inviting affected stakeholders Introduce project team, project overview, timeline, what to expect and how to stay informed Address questions and concerns Encourage attendees to register their contact information 	➤ Mid March (before groundbreaking if possible)
Condo & HOA Meetings	<ul style="list-style-type: none"> Contact condo & HOA groups to request participation and upcoming meetings. Request groups assist with distribution of materials and information throughout project. 	➤ Mar/Apr 2017 ➤ Ongoing
Website	<ul style="list-style-type: none"> Develop project specific web page as part of the city's main website. <i>(City PIO led effort)</i> Develop and provide content to City for ongoing website updates. <i>(project team)</i> Encourage residents to "subscribe" to database to receive project information and alerts. 	➤ Feb/Mar 2017
Social Media	<ul style="list-style-type: none"> Leverage City social media outlets to push alerts and information to public. 	➤ Feb/Mar 2017 ➤ Ongoing
Project Corners	<ul style="list-style-type: none"> Develop and launch project specific page (Skanska) Encourage stakeholders to download App and to follow progress. 	➤ Feb/Mar 2017
Newsletters/Flyers	<ul style="list-style-type: none"> Develop quarterly newsletter with project updates. Interim flyers and alerts can also be utilized for more time sensitive information. Leverage City Newsletter and other tools to provide updates 	➤ Quarterly beginning Jun 2017
E-News Alerts	<ul style="list-style-type: none"> Ongoing alerts of progress, impact to traffic, etc. Distributed through social media, website, Project Corners and database of subscribers. 	➤ Ongoing but concentrated in peak construction
Signage	<ul style="list-style-type: none"> Sidewalk Superintendent will be produced and posted at visible location on perimeter of project site to provide monthly updates on project and how to stay informed (hotline, website, project corners, etc.) 	➤ Feb/Mar 2017
Hotline	<ul style="list-style-type: none"> Dedicated 800 phone number and email address will be established to field community comments and inquires. 	➤ Feb/Mar 2017
Onsite Community Outreach Office	<ul style="list-style-type: none"> Dedicated point of contact to address community questions and concerns. 	➤ Ongoing after establishment of office