

**TABLE OF CONTENTS**

<b>MP-3</b>	<b>PUBLIC AWARENESS AND COMMUNITY RELATIONS .....</b>	<b>1</b>
<b>MP-3.1</b>	<b>GENERAL .....</b>	<b>1</b>
<b>MP-3.2</b>	<b>COMMUNITY UPDATES/NEIGHBORHOOD BOARDS .....</b>	<b>2</b>
<b>MP-3.3</b>	<b>CONSTRUCTION TOURS .....</b>	<b>2</b>
<b>MP-3.4</b>	<b>PROJECT IDENTIFICATION BOARDS .....</b>	<b>3</b>
<b>MP-3.5</b>	<b>INCIDENT NOTIFICATION.....</b>	<b>3</b>
<b>MP-3.6</b>	<b>MEDIA RELATIONS.....</b>	<b>3</b>
<b>MP-3.7</b>	<b>PUBLIC NOTICES.....</b>	<b>3</b>



### **MP-3 PUBLIC AWARENESS AND COMMUNITY RELATIONS**

#### **MP-3.1 GENERAL**

Communications, community involvement, and minimizing impacts to businesses, residents and traffic are critical components to the successful development of the Honolulu High-Capacity Transit Corridor Project (HHCTCP). The city has developed a system-wide set of goals and objectives related to construction related activities, including community relations (with specific outreach to impacted businesses), construction and traffic mitigation, public information and responsiveness to public concerns.

Based on these goals and objectives the Core Systems Contractor will develop a contract-specific Public Awareness and Community Relations (PA/CR) Program for all construction related activities to facilitate management of community issues and mitigation of construction impacts on the community and neighborhoods adjacent to the construction work sites. It will include, at a minimum, an ongoing public information program which identifies public meetings, construction advisories, newsletters, and other community outreach plans to effectively communicate the activities of construction. The PA/CR Program will also include a Business and Residential Impact Mitigation Plan. The Core Systems Contractor will manage the community advisory plan for construction related activities and work closely with the City regarding community issues. The Core Systems Contractor will also work with other City departments and the State Department of Transportation to provide construction advisories and current construction related traffic information to the public.

Developing and implementing an effective PA/CR will require a team effort involving the HHCTCP team comprised of the City, stakeholder's representatives of each construction segment, and the Core Systems Contractor. Working together as a communications team, the City, the stakeholders, and the Core Systems Contractor must be prepared to:

- A. Build a positive image for the Contract.
- B. Provide regular reports on the Contract's progress.
- C. Provide meaningful mechanisms for community outreach and responding to project area concerns.
- D. Mitigate construction impacts for Contract's area residents, business owners, and commuters.

Above all, this communications team must place a high priority on being responsive to the concerns of the public, neighborhoods, and business owners throughout the life of the Contract.

The Core Systems Contractor shall provide the specific notifications specified in the Table of Notifications in this Section.

Utility shut-off/diversion announcements shall be made in the form of a personal contact by the Core Systems Contractor's Public Information Specialist, or designated member of the Core Systems Contractor's PA/CR staff, that shall include a written notice to the affected parties.

<b>TABLE OF NOTIFICATIONS</b>	
<b>Notice</b>	<b>Requirement</b>
30-day Heavy Construction Notification	Written notification of Heavy Construction shall be given 30 days prior to construction. Access maps shall be provided per the Maintenance of Traffic Plan.
3-day Light Construction Notification	Written notification of Light Construction shall be given 3 days prior to construction. Access maps shall be provided per the Maintenance of Traffic Plan. Critical Utility Shut-off/Diversion Written notice of at least 72-hours in advance of, but not more than 96 hours before, shut-off and/or diversions.
72-hour Business/Commercial Utility Shutdown	Written notification of utility shutdown for businesses and commercial property.
48-hour Residential Utility Shutdown	Written notification of utility shutdown for businesses and commercial property.
Weekly Heavy Construction Updates	A construction update will be provided to each business or resident fronting a Heavy Construction Zone. The update shall be a personal visit from the Public Involvement Team.
Emergency Unforeseen Utility Disruptions, Hazardous Conditions, Traffic Signal Emergencies, Security and Loss of Access	See GCDB 4.11 and MOT for more detail
Road and Driveway Closures	Written notice and personal contact at least 72-hours in advance of, but no sooner than, 7 days prior to closure.
Construction Schedule	One (1) month prior to start of construction

**MP-3.2 COMMUNITY UPDATES/NEIGHBORHOOD BOARDS**

The City will maintain continued contact with the community and neighborhoods affected by the construction and testing of the transit system. The Core Systems Contractor shall provide technical support and participation as may be requested by the City in providing community updates, giving the public the opportunity to discuss the project. Typically the technical support consists of, but is not limited to: information displayed or discussed shall include schedule, staging, maintenance of traffic and access, and any other project information.

Additionally, the Core Systems Contractor shall accompany City representatives to all Neighborhood Board meetings to serve as a resource when City representatives present project updates.

**MP-3.3 CONSTRUCTION TOURS**

City will manage and handle all requests for construction tours in consultation with the Core Systems Contractor, including scheduling tours and requiring tour participants to observe Core Systems Contractor’s reasonable safety program guidelines, such as the wearing of protective

equipment and waiver of liabilities. The Core Systems Contractor shall participate in tours as requested to provide construction information.

#### **MP-3.4 PROJECT IDENTIFICATION BOARDS**

The Core Systems Contractor will install signs throughout the project to be placed in prominent auto traffic zones where construction is occurring and at Core Systems Contractor's main office and at all field offices. The signs will identify the rail transit project and will comply with Federal Transit Administration (FTA) requirements. The signs will also identify the Core Systems Contractor's name, the project 24-hour public information hotline number and the participating agencies. A sample of the Project Identification Board shall be submitted to the City, and shall be subject to the City's Review and comment. Signs and lettering shall be sized appropriate for the speed limit in the area using Manual of Uniform Traffic Control Devices (MUTCD) size guidelines and be consistent with applicable City sign ordinance(s).

#### **MP-3.5 INCIDENT NOTIFICATION**

The Core Systems Contractor shall establish and manage an emergency response telephone tree. All appropriate stakeholder personnel shall be included on this telephone tree for immediate response in the event of an emergency. The telephone tree shall be divided into areas of expertise so the proper people are called for specific emergency situations. The Core Systems Contractor's first point of contact will be a representative of the City.

#### **MP-3.6 MEDIA RELATIONS**

An ongoing media relations campaign will be implemented and managed by the City. The Core Systems Contractor shall not meet with the media without the City's authorization and shall direct all questions from the media to the City. The Core Systems Contractor will give timely information to the City regarding construction activities for use in media events.

The Core Systems Contractor will develop press releases for the City as needed to keep the public informed of the project. All press releases must receive prior approval from the City before distribution to media outlets. The Core Systems Contractor will develop a process to ensure that official stakeholders and elected officials will receive press releases before or at the same time as the media.

Radio and television traffic reporters will receive appropriate and timely updates on construction activity and traffic management information. Public service announcements will be developed as part of the Core Systems Contractor's traffic management information.

Neither the Core Systems Contractor nor any Subcontractor nor their employees shall conduct or participate in media interviews and events, radio or television broadcasts relating to the project, without the written consent of the City, except in emergencies. In emergency situations, the Core Systems Contractor will immediately notify the City of any situation that may involve the media.

#### **MP-3.7 PUBLIC NOTICES**

Prepare public notices for radio, broadcast and cable television and for the Honolulutransit.org web site to notify the public of inconveniences caused by the project works, including but not limited to traffic and utility disruptions. Public notices for scheduled disruptions shall be submitted to the City fifteen (15) calendar days in advance of the event. Inconveniences caused

by unpredictable events (e.g., damage to utility lines, extended street closures) will be communicated to the public as expediently as possible.