



CITY OF MADISON

PUBLIC ENGAGEMENT GUIDE FOR ROAD CONSTRUCTION PROJECTS

This guide outlines key points in the road construction process where City staff connect and/or engage actively with the public on a variety of mediums. This guide promotes consistency in how the City engages with the public during road construction projects. It also enhances internal transparency between the Office of Business Resources (OBR) and the City of Madison Engineering Division, as each agency interacts with the public and businesses at different stages and in different ways. This guide was assembled as a collaboration between OBR and the City of Madison Engineering Division.

#	Communication	When	Medium	Who	Extra Notes	OBR Sends to Community Partners List
1	Project Page Creation/Project Notification	1-2 months after assignment	Website page creation and re-confirm with OBR businesses in the area.	ENG PM + PIO	PM will initiate, provide info, send to PIO to create, this should NOT be the first time Project Managers should be letting OBR know the project is happening. OBR will also hear from Engineering staff (Maybe not PM) prior to this page creation about project happening.	X
2	ENG Initial OBR Communication Heads Up	1-2 months after assignment	Email from ENG to OBR/email project page link/let them know businesses could be impacted	ENG PM	PM should contact Mike Miller and Ruth Rohlich at OBR when starting these projects. Limited information about projects is available at this time. Please connect on potential in person business outreach on when they should happen/etc.	
3	OBR Newsletter	Ideally at least 1-2 month prior	Newsletter- initial notice to the businesses-even if at this time we do not have all the details.	OBR-Ruth	Standing item in monthly newsletter	X
4	PIM Scheduled/Link Posted Notification	6-8 weeks before PIM (6 weeks minimum) Reach out to OBR as soon as PIM scheduled. Target 4-6 prior to PIM.	Project page/social media/city calendar	ENG PM + PIO	PM sends Outlook Invite to PIO calendar to get ball rolling on all parts. Include OBR in PIM invite. If needed, add a business-focused additional PIM with OBR.	X
5	Questionnaire Created/Posted	2 weeks prior to PIM	PM uses Microsoft Word Document/ Online version is Survey Monkey	ENG PM + PIO	PM creates Questionnaire based on Questionnaire template from GEAR/PIO posts on project page/goal is to have this up before postcard goes out or PIM announced.	X
6	PIM Postcard Invite	2 weeks prior to PIM	Printed postcard	ENG PM	Postcard/linking to project page/notifying Time/Date/Place	
7	Targeted Digital Business Outreach	After the postcard goes out/before PIM	Emails	ENG PM	Go to business website directly and make sure they have the project page information, PIM invite. May need to look on their page for a online form or comment section.	More personalized emails to the businesses impacted
8	Targeted In-Person Business Outreach	After the postcard goes out/before PIM/two weeks at the latest prior	In person/printed handout	OBR + ENG PM	If not OBR, ENG could assist. This is by request, not for ALL PROJECTS. OBR and ENG should coordinate this/connect when planning each project to determine if necessary. Provide 1 page handout that Mike and Ruth can deliver to businesses.	OBR Resources handout (would be summary of postcard/website/everything they need to know)
9	Alder Blog Promotion Write Up	After the postcard goes out/before PIM	Email	ENG PM	Emailed to Alders impacted for them to post on their blog promoting PIM and Project. Summary of website/postcard.	

#	Communication	When	Medium	Who	Extra Notes	OBR Sends to Community Partners List
10	Day of Digital Promo Reminder to Attend PIM	Day of PIM	Email	ENG PM + PIO	PM sends PDF Presentation to PIO. PIO then sends email update through project page/posts PDF presentation reminds email list/public/businesses to attend that day.	x
11	Public Information Meeting- Virtual	6-8 weeks before you begin design phase of project	Zoom/Virtual meeting	ENG PM + ENG PIO + OBR	OBR should be invited to register for these meetings	x
12	Post-Meeting PIM Promo Reminder	Within 24 Hours of Meeting Concluding	Website	ENG PIO	PIO emails through project page update/reminding email list of recording posted/presentation available/questionnaire available/PIO also sends post meeting Zoom registration and Q and A report to PM	x
13	Web Update TC Promo Reminder: Project Coming Up at Transportation Commission	1 week before TC	Email/website	ENG PM + ENG PIO/ENGweb	Email to ENGweb reminding TC Date	
14	Transportation Commission	After PIM, before BPW	Zoom/Virtual Meeting	ENG PM + TE + TC	Not always required. Project dependent.	
15	Assessment mailing	10 days before BPW meeting	Letter	ENG PM	Not always required. Project dependent.	
16	Web Update Reminder: Project Going to Board of Public Works	10 days before BPW meeting	Email	ENG PM + ENG PIO/ENGweb	Project update should be posted before BPW meeting. Email should go to ENGweb reminding BPW Date.	
17	Web Update: BPW Progress	Before CC meeting	Email	ENG PM + ENG PIO/ENGweb	Email to ENGweb to post what happened at BPW, approved/not approved.	
18	Assessment mailing	10 days before CC meeting	Letter	ENG ADMIN	Not always required. Project dependent.	
19	Web Update Reminder: Project Going to Common Council	10 days before CC meeting	Email	ENG PM + ENG PIO/ENGweb	Email to ENGweb reminding CC Date	
20	Web Update: CC Progress	Within 1 week of CC decision	Email	ENG PM + ENG PIO/ENGweb	Email to ENGweb to post what happened at CC	
21	Web Update: pre-construction work start public meeting invite	2 weeks before pre-construction start meeting	Website	ENG PM + ENG PIO/ENGweb	Rare, mostly for federally-funded projects. email to ENGweb to post invite online on project page, city calendar, social media	x

#	Communication	When	Medium	Who	Extra Notes	OBR Sends to Community Partners List
22	Pre-Construction Work Start In Person Meeting (DOT Funded Projects Typically)	2-4 weeks before construction start	In person meeting	ENG PM + OBR	Rare, mostly for federally-funded projects. Invite OBR to register for this meeting.	
23	Work Start	2 weeks before construction	Postcard, Website	ENG PM	Postcard (should include pre-construction work start public meeting info, construction start dates). More detailed Fact Sheet is posted on web.	x
24	Monthly Construction Digital Updates	Monthly minimum	Email, website	ENG PM + ENG PIO/ENGweb	Email to ENGweb to post on project page, monthly construction progress updates/that get emailed out to email lists	x
25	Post-Construction Letter	1-2 months after the project is complete	Letter	ENG PM	Use post-construction letter template on GEAR. Talks about terrace, forestry plan for trees, 1-year warranty	