

FDOT CONSTRUCTION COMMUNICATIONS FOR ALL MONROE COUNTY ROAD PROJECTS

SWC has been working with FDOT District Six since 2012 through a prime contract providing communications services for all Monroe County road construction projects. Assignments have included:

- ❖ North Roosevelt Boulevard, Key West, 2.9 miles (full-time public information specialist), 2012-2014, held dedication and ribbon-cutting on August 12, 2014
- ❖ Plantation Key, 2.5 miles
- ❖ Saddlebunch Key, 0.6 miles & 1.3 miles
- ❖ Key Largo, 6.8 miles
- ❖ Grassy Key-Layton, 5.5 miles
- ❖ Ramrod-Big Pine Key, 2.1 miles
- ❖ Bahia Honda Bridge, 1.3 miles
- ❖ Vaca and Grassy keys, Marathon, 3.9 miles
- ❖ Windley and Matecumbe keys, 3.8 miles
- ❖ Ohio-Missouri Bridge, 0.2 miles
- ❖ Tavernier, 6.3 miles
- ❖ Big Pine Key, 0.5 miles
- ❖ Layton to Islamorada, 5.6 miles

I've never seen such an efficient and thorough public outreach program. In my opinion as a lay person, this program should be considered a benchmark for future projects.

Stacy Roberts
September 24, 2012

Communications tasks vary with the complexity of projects, typically including:

- ❖ Research regarding communications efforts and information conducted during earlier project phases, including design
- ❖ Coordination with FDOT project manager and engineer to review final construction plans and identify potential issues of community concern
- ❖ Preparation of a project-specific communications summary of Communications Action Plan
- ❖ Preparation and distribution of project fact sheets, news releases and construction notification letters to elected and appointed officials and community stakeholders
- ❖ Conduct walk-throughs of projects along with the engineer prior to construction to provide information and discuss possible impacts with business owners, with repeat trips, as needed
- ❖ Attend regular construction project meetings to keep current with progress and issues and to acquaint project team with communications concerns
- ❖ Outreach to chambers of commerce and other interest groups, including providing project information and giving presentations
- ❖ Updates to local elected officials
- ❖ Respond to emails and phone calls from the press and concerned citizens, serving as liaison for project engineer and FDOT
- ❖ Post and update project information of FDOT website regularly
- ❖ Provide information and project photographs for posting on FDOT Facebook page
- ❖ Send weekly eblasts to interested stakeholders with project updates
- ❖ Provide weekly Keyswide project updates on US1 Radio's Morning Magazine
- ❖ Prepare and submit regular reports to FDOT on communications status of all projects
- ❖ Keep full logs of all communications
- ❖ At project completion prepare full communications summary and



Above, special meeting of FDOT, Rep. Holly Raschein and Key West Chamber representatives organized by SWC. Below, Dean Walters addresses local business group.



Above, North Roosevelt Boulevard dedication participants board Conch Train for narrated tour of new project prior to ribbon-cutting ceremony. Below, examples of posters developed to encourage courteous and safe driving during project.

