

Work Order #6 – Community Engagement

This scope of work continues the services to implement the community engagement plan for the project during the contract period ending December 31, 2019. Key aspects of the plan include the follow:

STAKEHOLDER COORDINATION

Given the breadth of the Town Branch project, the list of stakeholders will be extensive. Therefore, providing updates to them on a regular basis will be crucial in keeping open lines of communication and avoiding pitfalls.

Our Team will conduct periodic meetings with property owners, business interests, neighborhood residents, and other key stakeholders as work progresses. Discussions will focus on learning about core issues and opportunities within the study area and integration with the planning process. This includes coordination with the Stakeholder Group, to help review, comment, and guide the work of the Program Management Team throughout the process.

PUBLIC BRIEFINGS/COMMUNITY MEETINGS/EVENTS

The Program Management Team will assist the City with periodic Public Briefings to update the community on the status of the project, take a look at the progress relative to the overall schedule, and identify upcoming work. This will especially become important as the project progresses and construction impacts can be forecasted. This will include events such as groundbreaking, ribbon cutting, media packages, etc.

IDENTIFY METHODS OF OUTREACH

Over the course of the project, the Team will need to reach out to the community-at-large to provide status updates, invitations to upcoming meetings or events, or for informational purposes related to construction activities, such as temporary vehicular lane closures, sidewalk closures, potential impacts to transit or transit stop locations, mitigation of impacts to businesses, etc. Outreach will occur on several levels to reach the highest number of people and this task will include preparation of various forms of communication.

- Electronic – many people today get their news online, so electronic outreach tools, such as email blasts, a project website, and a Facebook presence can reach the widest number of people in the shortest amount of time.
- Print – there is still a large percent of the population that prefers to get their news in a hardcopy form, therefore major announcements for upcoming public meetings or important project updates will appear in the *Lexington Herald Leader*, or as newsletters or flyers.

- Public relations – as an additional method of reaching members of the interested public, the Team will engage the community by attending local neighborhood association and community meetings. The Team will also work with these same neighborhoods associations, churches, and community groups to help pass along information about the project both face-to-face and through their list-serves. For those members of the public that do not live in the area but instead frequent it for business, shopping, or entertainment, the Team will ask local businesses adjacent to Town Branch if they can hang flyers or leave printed materials for their patrons.
- Pop-up meetings – The PM Team will assist LFUCG as directed with any ‘pop-up’ meetings that arise to advocate and educate the public on the project. Assume 6.

All of these outreach efforts will be led by the LFUCG.