

Communications Method	Definition	Trigger	Timing*	Frequency
Advertisements - Print and Broadcast	Purchased print space or airtime to communicate to a large audience and/or specific demographic audiences, i.e. seniors, youth, Vietnamese, etc.	Highlighting an activity, event or changed condition	At least 2 weeks prior the trigger and throughout duration of the trigger	As needed per trigger
Briefings	Small group discussion relaying significant project information	To get or give project information, impromptu or scheduled	Depends on the urgency of the trigger	Based on trigger or prescheduled for planned reoccurring updates
Brochures	Multi-page publication that promotes the benefits a project will have on the community, locally and regionally	Dependent on need to reach large audiences on a semi-regular basis	As needed per trigger	As needed per trigger
Celebratory/Recognition Events	Ceremonial ribbon-cuttings and ground-breakings, or events celebrating major milestones and thanking community and project partners	Beginning/end of construction, other major milestones	Commencement of trigger	Momentum of project and budget driven
Changeable Message Signs	Electronic, mobile sign boards	Changed street conditions due to construction activity	2 weeks prior and through duration of changed condition	As needed per trigger
Construction Message Line	Dedicated phone line/voicemail to communicate project related messages and collect public inquiries (multiple language lines will be available)	Commencement of construction - messages will be updated based on project related activities	Updated weekly or as needed based on trigger	Weekly recorded messages - voicemail checked daily to respond to inquiries
Construction Relations Officer	A representative from the project contractor that serves as a liaison to the VTA Communications Team	Included in contract specifications from contract award through contract completion	Continuous communication	Continuous communication
Customer Relations Management (CRM)	A system to receive and track customer communications and distribute information	Every incoming and outgoing communication between stakeholders and the Project Communications Team	Continuous communication	Continuous communication
Dedicated Staff	Sufficient staff resources to implement the Construction Communications and Outreach Plan	Project commencement and additional resources as project activities increase	Concurs with level of project activity	N/A
Door-to-Door Visits	Canvassing to small targeted groups	A changed condition that warrants immediate notification or a timely notification to a small audience	Depends on the urgency of the trigger or scale of audience	As needed per trigger
Emails	Electronic communication	A changed condition that warrants immediate notification or a timely notification to a large audience	Depends on the urgency of the trigger or scale of audience	As needed per trigger

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Field Office Hours	Dedicated staff available for community walk-ins and appointments	Ongoing and as requested and initiated	Continuous	Continuous
Flyers	Small print runs directly distributed to targeted audiences (hand delivered, mailed or emailed)	Highlighting an activity, event or changed condition	2 to 3 weeks before trigger	As needed per trigger
GovDelivery	Email notification subscription service	Any project activity, event, milestone or news	Immediate distribution based on trigger	Continuous and often
Interpreters	Face-to-face translations from English communications to non-English communications	Once a member of the public makes staff aware of the special need or when it is requested by an Elected Official	3 to 4 weeks in advance of the trigger	As needed per trigger
Local Business Centers/Districts promotion support – ads, outdoor signage, etc.	Products and communications created for businesses anticipating or experiencing a changed condition	Need for concentrated communications to specific audiences affected by the changed condition	Minimum 4 to 6 weeks prior to the changed condition and continued until condition remains	Upon the changed condition
Media Outreach	Communications geared to reach a broad audience - press releases, desk-side briefings, interviews and feature stories	Newsworthy project information, i.e. construction milestones, project activities, emergency notifications, etc.	1 week in advance	As project activities warrant newsworthy topics
Newsletters	Multi-page, project-specific publication that includes significant milestone and general project information	Dependent on need to reach large audiences on a semi-regular basis	Quarterly; Annually	Quarterly; Annually
Other Group Meetings	Project information shared through presentations during meetings of other associations, community and business groups, etc.	As needed or requested and based on need or desire to share project milestone or activity information	At least 1 month in advance of the trigger	As needed per trigger
Other Group Publications	Project information shared through a groups existing newsletter, website, email distribution lists, etc.	As needed or requested and based on need or desire to share project milestone or activity information	At least 1 month in advance of the trigger	As needed per trigger
Personal Communications	Direct contact by project representative with Electeds, community leaders, organization representatives, etc.	To get or give project information, impromptu or scheduled	Depends on the urgency of the trigger	Based on trigger or prescheduled for planned reoccurring updates
Phone Calls	One-on-one discussion relaying significant project information	To get or give project information, impromptu or scheduled	Depends on the urgency of the trigger	Based on trigger or prescheduled for planned reoccurring updates

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Presentations	Project information shared with an attentive audience	As needed or requested and based on need or desire to share project milestone or activity information	1 month in advance of the trigger	As needed per trigger
Press Events	Media conference held with elected officials and partnering agencies geared to reach a broad audience	Newsworthy project information, i.e. construction milestones, project activities, emergency notifications, etc.	Commencement of trigger	Momentum of project and budget driven
Public Meetings/Workshops	Group meetings to share project information with a large audience	When the need arises to provide newest project information and visuals to explain project activities	4 to 6 weeks before trigger	As needed per trigger
Public Service Announcements (PSAs)	Free broadcast time for messages serving a large audience and/or specific demographic audiences, i.e. seniors, youth, Vietnamese, etc.	Highlighting an activity, event or changed condition	At least 2 weeks prior the trigger and throughout duration of the trigger	As needed per trigger
Real Time Information	Information that is up-to-the-minute via internet or mobile device	A changed condition that warrants immediate notification or a timely notification to a large audience	Depends on the urgency of the trigger or scale of audience	As needed per trigger
Signage – Construction Areas	Large boards identifying the project area, improvements and duration of work	Included in contract specifications from contract award through contract completion	Continuous communication	Continuous communication
Signage – Project Corridor	Large boards placed throughout project corridor to identify right-of-way	Once project corridor is officially environmentally cleared (receipt of the Record of Decision)	Continuous communication	Continuous communication
Social Networking Sites (Facebook/Twitter)	Electronic communication using social media websites and blogs	A changed condition that warrants immediate notification or a timely notification to a large audience	Depends on the urgency of the trigger or scale of audience	As needed per trigger
Speaking Engagements, Presentations or Forums	Forums, panel discussions or presentations to communicate project information to various audience sizes	As requested and initiated	Correlated to project activity or preset schedules	Ranges from weekly to annually or as needed per trigger
Special Contract Provisions (ex. "no work during holiday hours")	Incorporated best practices into construction contracts to ensure good communications and customer relations	Included in contract specifications from contract award through contract completion	Continuous communication	Continuous communication
Take One Customer Newsletter	Articles published in VTA's monthly passenger newsletter disseminated on VTA buses, light rail, online and at the Downtown Customer Service Center	When new, important or interesting information/project activity is to be shared with VTA customers	Monthly updates	As needed per trigger

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Television Cable Buys	Purchased airtime to communicate with a large audience via TV	When new, important or interesting information is to be shared externally	Depends on the urgency of the trigger or scale of audience	As needed per trigger
Television Community Programming	Free airtime to communicate with a large audience via TV	When new, important or interesting information is to be shared externally	Depends on the urgency of the trigger or scale of audience	As needed per trigger
Timepoint Employee Newsletter	Monthly articles to keep VTA employees apprised of project activity	When new, important or interesting information is to be shared internally	Monthly updates	As needed per trigger
Tours	Project site visits to feature specific aspects or project activity when feasibly safe to do so	When up close evaluation is needed to educate a group	Correlated to project activity or preset schedules	Based on trigger or prescheduled for planned reoccurring updates
Translations	Information translated from English to non-English communications	A request made for special need, proactive to specific area, or requested by Elected Official	3 to 4 weeks in advance of the trigger	As needed per trigger
Visuals	Maps, graphics, diagrams and photos to provide visual explanations	To show condition changes and project activities	Produced 4 to 6 weeks before trigger	As needed per trigger
Website	Project information posted in an organized and visually helpful manner	New information	Continuous communication	Continuous communication
Web Camera	Live video feed of project construction activities	Visuals or activities that would be interesting or visually enhance construction activity descriptions	Based on triggerf	As needed per trigger
Word of Mouth	General conversations held in public forums	As public opportunities present themselves	Continuous communication	Continuous communication

*unforeseen changes in conditions (emergency situations) refer to Crisis Communication Plan