

Make the following section a part of the Standard Specifications:

“SECTION 695 – PUBLIC EDUCATIONAL CAMPAIGN

695.01 Description. This Section describes the development of the project web page and hotline in accordance with the contract documents. The Section also describes the public outreach campaign to inform the public of the project and its purpose and goals in accordance with the contract documents.

695.02 Materials. Not applicable.

695.03 Construction. The Department’s goal is to minimize inconvenience and provide up-to-date information to highway users, businesses and neighborhoods that abut, or are serviced by, the highways that comprise the project. It will be the responsibility of the Contractor to provide the following services for the well-being of the affected highway users, residents, and businesses.

(A) Project Web Page. Develop a project web page that contains the information listed below:

	Information	Update Frequency
(1)	Project Work Scope /Description	At Notice-to-Proceed (NTP)
(2)	Project Site Map with description of information needed	At NTP
(3)	Contractor’s 24 hour 7 day a week Phone Number for Complaints (Hotline)	At NTP
(4)	Project Schedule/Milestones	At NTP and when schedule is adjusted or updated. Submit schedule changes to the Engineer for review and acceptance prior to posting
(5)	Work Progress Narrative with Sketches	Every 14 calendar days

Work progress narrative with sketches may be provided in PDF format. Graphics images posted on the project web page shall not exceed 100k bytes per image and 300k bytes per page to facilitate public viewing. Enlarged images such as maps and information provided in PDF format may be linked to the project web page. Information on linked pages has no size limits. Web technologies that require an extended waiting period for

loading like Flash shall not be used.

- (6) Scheduled Road/Lane Closures 14 calendar days prior to closure changes. Provide 14 calendar days notice to the Engineer for any road/lane closures or changes to road lane/closures.

The Engineer may link this project web page to the Department website.

Include the web page address on a construction advisory sign that will be visible to the public in a format and location as directed by the Engineer.

Establish the webpage 14 calendar days prior to construction notice-to-proceed. Maintain the web page until all lane closures, road closures, or traffic detours are completed.

(B) Hotline. Maintain a 24-hour telephone hotline to handle public inquiries and complaints. The hotline telephone number shall be visible throughout the project limits and on the project website. Responses to inquiries and/or complaints shall be logged and coordinated with the Engineer and be provided within a 24-hour period.

(C) Attend all public informational meetings to assist the Engineer in answering questions from the public regarding the Contractor's activities. The Contractor's representative shall be knowledgeable in the Contractor's schedule of activities.

(D) Public Education Materials or Services. When requested by the Engineer, furnish the following public educational materials or services:

1. 24 hours / 7 days a week live chat website for questions and complaints
2. Project fact sheet
3. Project brochures, informational cards, flyers, mailers, posters, displays, PowerPoint presentations, mass e-mail notifications, and other forms of distributions
4. Production of 30-second public service announcements for television and radio
5. Media time on television and radio
6. Hire a Public Relations Firm to assist with preparation, presentation, and distribution of educational materials and briefings
7. Social media outreach

695.04 Measurement. Engineer will not measure project web page for payment.

Engineer will not measure hotline for payment.

Engineer will not measure the Contractor's attendance at public informational meetings.

Engineer will measure public educational materials or services required and requested by Engineer on a force account basis in accordance with Subsection 109.06 – Force Account Provisions and Compensation.

695.05 Payment. Engineer will not pay for project web page separately and will consider the cost for project web page as included in the contract prices for the various contract pay items. The cost is for the work prescribed in this Section and the contract documents.

Engineer will not pay for hotline separately and will consider the cost for hotline as included in the contract prices for the various contract pay items. The cost is for the work prescribed in this section and the contract documents.

Engineer will not pay for the Contractor's attendance and assistance at public informational meetings separately and will consider the cost as included in the contract prices for the various contract pay items. The cost is for the work prescribed in this Section and the contract documents.

Engineer will pay for the following pay item when included in proposal schedule:

Pay Item	Pay Unit
Public Education Materials or Services	Force Account

An estimated amount for force account is allocated in proposal schedule under 'Public Education Materials or Services', but actual amount to be paid will be the sum shown on accepted force account records, whether this sum be more or less than estimated amount allocated in proposal schedule."

END OF SECTION 695