



I-35 Waco (Section 4B) Construction Communication Plan Appendices

Waco District Office
Texas Department of Transportation

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Appendix A: I-35 Waco Project Team Rosters

This appendix lists the members of the three teams that make up the Texas Department of Transportation (TxDOT) I-35 Waco Project Team and outlines which members have roles and responsibilities in more than one team. It is understood, however, that if additional support is needed, the entire I-35 Waco Project Team will work together to solve urgent tasks as determined by the Waco District leadership.

Communication Steering Committee

Members

- Stan Swiatek, Waco District Engineer, TxDOT
- Jefferson Grimes, Public Involvement Section Director, Transportation Planning and Programming Division, TxDOT
- Michael Bolin, Waco Deputy District Engineer, TxDOT
- Ken Roberts, Waco District Public Information Officer, TxDOT
- Michelle Canton, Communication Specialist, Texas A&M Transportation Institute (TTI)
- Charles Smith, Waco Area Office, TxDOT
- Arin Gray, Construction Engineering and Inspection Consultant (CE&I) Consultant Representative, CD&P
- TBD, Construction Contractor
- Susan Howard, Transportation Planning and Programming Division, Office of Public Involvement, TxDOT
- The Honorable Kyle Deaver, Mayor of Waco
- The Honorable Dillon Meek, Waco City Council
- Larry Holze, City of Waco
- Chris Evilia, Waco Metropolitan Planning Organization
- Everett “Bo” Thomas, City of Bellmead
- Lori Fogleman, Baylor University
- Jessica Attas, Greater Waco Chamber of Commerce
- Sharon Shields, La Vega Independent School District
- Frank Patterson, McLennan County Dispatcher
- Carla Pendergraft, Waco Convention and Visitors Bureau
- Dana Moore, Texas Trucking Association
- Megan Henderson, City Center Waco

Responsibilities of the Communication Steering Committee

1. Guide and drive the strategy of the Construction Communication Team, including recommending website content development and project messaging.
2. Review and provide input to the Construction Communication Team on the I-35 Waco project educational tools and materials.
3. Push out information to their networks/constituencies.
4. Approve the I-35 Waco (Section 4B) Construction Communication Plan.

Construction Communication Team

Members

- Ken Roberts, Waco District Public Information Officer, TxDOT
- Jodi Wheatley, Waco District I-35 Public Information Officer, TxDOT
- John Habermann, Lead Mobility Coordinator, TTI
- Michelle Canton, Communication Specialist, TTI
- Arin Gray, CE&I Consultant Representative, CD&P
- Jacqie Wilson, CE&I Consultant Representative, CD&P
- Susan Howard, Public Involvement Specialist, Transportation Planning and Programming Division, Office of Public Involvement, TxDOT

Responsibilities of the Construction Communication Team

1. Engage the media proactively and often.
2. Implement the Media Outreach Protocol.
3. Respond to media inquiries as quickly as possible after receipt and address public inquiries in a timely manner.
4. Oversee the development and implementation of the media outreach schedule and materials.
5. Develop weekly status reports on media coverage.
6. Develop public involvement materials and outreach opportunities.
7. Support the rest of the I-35 Waco Project Team as necessary.
8. Address correspondence and supervise correspondence management.
9. Coordinate and update the I-35 Waco Communication Steering Committee and Executive Level Stakeholders on a regular basis.
10. Develop draft responses for stakeholders listed above and responds within 48 hours of receipt.

Project Construction Team

Members

- Michael Bolin, Waco Deputy District Engineer (Lead), TxDOT
- Bill Compton, Waco District Director of Construction, TxDOT
- Charles Smith, Waco Area Engineer, TxDOT
- Jacob Chau, Waco District Director of Traffic Operations, TxDOT
- Jeff Jackson, Project Engineer, TxDOT
- Steve James, Project Engineer (CE&I Consultant), BGE
- Ken Roberts, Waco District Public Information Officer, TxDOT
- Jodi Wheatley, Waco District I-35 Public Information Officer, TxDOT
- John Habermann, Lead Mobility Coordinator, TTI
- Robert Brydia, Research Scientist, TTI
- Susan Howard, Public Involvement Specialist, Transportation Planning and Programming Division, Office of Public Involvement, TxDOT
- Arin Gray, CE&I Consultant Representative, CD&P

- Jacqie Wilson, CE&I Consultant Representative, CD&P
- TBD, Construction Contractor

Responsibilities of the Project Construction Team

1. Support the implementation of I-35 Waco (Section 4B) Construction Communication Plan during construction activities.
2. Update the I-35 Waco Communication Steering Committee as necessary.
3. Update the I-35 Waco Construction Communication Team weekly.
4. Coordinate with landowners/business owners to provide construction impact information.
5. Meet with stakeholders before and during construction to ensure all information related to project impacts is considered. Sample stakeholders include counties, cities, chambers of commerce, emergency management services, etc.
6. Coordinate Smart Work Zone deployment with the CE&I consultant representative.
7. Ensure portable changeable message signs and other on-road traffic management elements are used and placed correctly to notify the traveling public of upcoming construction changes beginning one week in advance of construction starting.
8. Provide project, construction impact and lane closure information to the I-35 Waco Construction Communication Team for inclusion in project communications and updates to the project website.
9. Coordinate with the Construction Communication Team on traffic incidents.

Appendix B: Stakeholder Analysis

By virtue of its mission, TxDOT must understand the unique needs and concerns of each interested party's construction efforts to effectively improve communication and build public trust. To achieve this, efforts will be made to reach all stakeholders to provide the appropriate project information.

*TxDOT's Mission:
Through collaboration and leadership,
we deliver a safe, reliable, and
integrated transportation system that
enables the movement of people and
goods.*

Stakeholders for the I-35 Waco project include a broad cross section with various interests. The I-35 Waco project conducted a stakeholder analysis based on the existing analysis developed for the My35 Waco effort. After an initial definition and listing of stakeholders, the I-35 Waco Construction Team has segmented stakeholders into three groups based on their level of involvement and specific information needs. Following are the major stakeholder groups and their potential issues as identified to date.

Executive Level Stakeholders

Executive Level Stakeholders are those directly involved in the development or direction of the I-35 Waco project, and as such they need to be informed about project specific details (i.e., construction letting notifications, progress updates, early notifications of unanticipated issues, project benefits, cost of project, extended duration of construction, project delays or items that would spark media attention). This group of stakeholders includes TxDOT staff and employees both within the I-35 Waco project and the agency as well as those affiliated with key partners and other relevant state and local agencies.

The stakeholders in this group are concerned with proactive communication to better address their constituents' concerns. They are interested in clearly understanding the progression of the construction and near-term changes due to construction phase changes.

Executive Level Stakeholders

- TxDOT Transportation Commission
- TxDOT Communications Division
- TxDOT Leadership Team
- TxDOT Waco District and Other Districts on I-35
- Legislative Liaison
- Waco Construction Communication Steering Committee
- City Councils and Mayors
- County Commissioners
- Members of Congress
- Legislative House and Senate
- House and Senate Transportation Committee Chairs
- Committee Members (Chairs and Select Members)
- Major Employers

Local Stakeholders

Local Stakeholders are those primarily impacted by the I-35 Waco project construction efforts, including local drivers in need of real-time information that they can use to make localized route-choices/departure-time decisions, as well as businesses and institutions needing to respond to shifting access.

This group of stakeholders includes businesses adjacent to I-35 and in the Greater Waco area, emergency response services, departments of public safety, chambers of commerce, universities/ISDs, associations, media outlets and the metropolitan planning organization.

The stakeholders in this group are usually concerned with temporary and permanent construction-related impacts to business operations or residences and disruptions to normal operations, along with mobility restrictions stemming from construction efforts.

Organizations included in this group are mainly interested in construction-related impacts to emergency services, school districts/bus schedules and other potential impacts to personal and freight travel-time and routes. Media outlets, on the other hand, need to be informed and engaged in project elements that may impact their ability to deliver timely and accurate information about the project and their benefits/impacts to residents and businesses.

The Construction Communication Team will work with this stakeholder group to deliver information that allows them to function both as a stakeholder and a pass-through channel to their members/constituencies.

Through-Travel Stakeholder

Through-Travel Stakeholders are those using I-35 to travel through the region either in a daily, regular or occasional basis, so they need to be informed about daily lane closures and detours, anticipated travel delay and incidents.

This group of stakeholders includes daily users from the greater Waco region, commercial drivers and members of the general public traveling the I-35 corridor through Waco. The stakeholders in this group are usually concerned with the ability to find and use alternate routes to construction impacts as well as expected travel times, construction delays, lane and ramp closures, and opportunities for sharing feedback and asking questions.

Local Stakeholders

- Businesses adjacent to I-35 and in the Greater Waco Area
- Emergency Response Services
- Independent School Districts (ISDs)
- Universities
- Media Outlets
- Metropolitan Planning Organization
- Local Public Works and Transportation Departments
- Service Organizations
- Civic Organizations
- Neighborhood Associations
- Special Event Coordinators
- Transit Providers

Through-Travel Stakeholder

- Greater Waco region residents
- Regional commuters
- Occasional corridor travelers through Waco District
- Commercial travelers such as:
 - o Texas Trucking Association
 - o Tejas Logistics, Waco
 - o American Trucking Association
 - o Wal-Mart
 - o H-E-B
 - o UPS
 - o FedEx

The Construction Communication Team will work to provide access to current or real/time information in multiple formats.

Stakeholder Contacts

The following is an attempt at a comprehensive list of the stakeholders previously identified, including direct links to their web presence for additional background information and contacts.

Executive Level Stakeholders

- Texas Department of Transportation Divisions.
 - [Traffic Operations.](#)
 - [Construction.](#)
 - [Maintenance.](#)
- Texas Department of Transportation Districts.
 - [Waco District.](#)
 - [Dallas District.](#)
 - [Fort Worth District.](#)
 - [Austin District.](#)
 - [San Antonio District.](#)
- Texas Department of Transportation Traffic Management Centers.
 - [DaITrans—Dallas.](#)
 - [TransVision—Fort Worth.](#)
 - [TransGuide—San Antonio.](#)
 - [CTECC—Austin.](#)
- Mobility coordinators.
- Construction contractors.

Local Stakeholders

- Emergency services.
 - [Fire Department.](#)
 - [Police.](#)
 - [Ambulance.](#)
 - HazMat.
 - Wreckers.
- Local ISDs.
 - [Waco.](#)
 - [La Vega.](#)
 - [Connally.](#)
 - [Robinson.](#)
 - [China Spring.](#)
 - [Midway.](#)
- Local newspapers.
 - [Hometown News.](#)
 - [Waco Tribune Herald.](#)

- [Baylor Lariat.](#)
- [Texas Department of Transportation, Public Information Officers.](#)
- [City of Waco.](#)
- [McLennan County.](#)
- [Texas Department of Public Safety.](#)
- Major employer representatives.
 - [Providence Health Center.](#)
 - [L3 Technologies.](#)
 - [Baylor Scott & White Health \(Hillcrest\).](#)
 - [Walmart.](#)
 - [H-E-B.](#)
 - [Sanderson Farms, Inc.](#)
- Universities.
 - [Baylor.](#)
 - [McLennan Community College.](#)
 - [Texas State Technical College Waco .](#)
- Local television stations.
 - [KWKT.](#)
 - [KWTX.](#)
 - [KXXV.](#)
 - [KCEN.](#)
- Chambers of Commerce.
 - [Greater Waco Chamber .](#)
 - [Cen-Tex Hispanic Chamber of Commerce.](#)
 - [Cen-Tex African American Chamber of Commerce.](#)
- Major distributor representatives.
- Local business/community representatives.

Through-Travel Stakeholder

- Top local radio stations.
 - [Waco 100 FM.](#)
 - [92.9 Shooter FM.](#)
 - [95.7 FM KBGO.](#)
 - [97.5 FM KWTX.](#)
 - [103.3 KWBU FM.](#)
- Freight/trucking industry representatives.
 - [Texas Trucking Association.](#)
 - [Tejas Logistics, Waco.](#)
 - [American Trucking Association.](#)
 - [Walmart.](#)
 - [H-E-B.](#)
 - [UPS.](#)
 - [FedEx.](#)
- Commercial vehicles.

Appendix C: Outreach Techniques, Tools and Materials

This appendix is a preliminary listing of outreach techniques, tools and materials known for their efficacy to deliver information and their adequacy for transmitting information from construction projects. This is not a comprehensive list and other vehicles of effective communication identified by the I-35 Waco project should be included as construction efforts move forward.

Techniques

Briefing Presentation

The Communication team will coordinate meetings with elected officials and/or schedule appearances at various council/commission/board meetings to provide project information background information, key messages, progress updates, high-impact closures or any other major impact to travel through the region and to provide opportunity for questions.

Stakeholder Meetings

The Communication team will coordinate meetings with key stakeholders, including corridor neighbors, businesses and community organizations. The team will also develop any materials necessary for stakeholders to be informed of the construction progress and to distribute to the community.

Tours and Block Walks

At the start of the project, the Communication team members will walk corridor businesses, distribute background information, invite business owners to public meetings, collect contact information and identify issues in preparation to the beginning of construction.

Additionally, at any point during the project, the team can take stakeholders on a tour of the corridor or to specific project areas to better explain the overall mobility problem, solutions and any key issues, as well as solicit their feedback.

Information Sharing and Coordination with Navigation Applications and Local Governments

The Communication team will seek to share information about construction-related closures and detour information via traffic and navigation applications, such as Waze and Google Maps, to help local drivers make informed decisions about when and where to travel. The team will also coordinate data information sharing with the local governments or municipalities. For this purpose, the leading members of the Communication team will look to establish relationships that facilitate this objective before the start of construction on the project.

Educational Brown Bags

The Communication team will schedule informational brown bag lunch sessions, as requested, with major employers along the corridor and around the region to discuss pertinent construction activities, phase changes and potential disruption of their daily activities.

Third Party Information Distribution

The Communication team, along with other TxDOT staff, may use third-party groups and organizations to help distribute closure and travel information via their websites and email networks. These could include organization newsletters and email directories distributed by the City of Waco, other impacted municipalities, chambers of commerce, neighborhood groups, religious institutions, independent school districts (ISDs), etc. Specific opportunities for the use of this technique will be identified at stakeholder meetings, briefings and other outreach activities.

Meet the Waco Team – Open House Meetings

For this large-scale construction project, the Communication team will conduct a series of Meet the Project Team – Open House Meetings, including a Pre-Construction Open House to be held after letting, held in open-house format throughout the project allowing the public to familiarize themselves with the I-35 Waco Project Team and the project itself. These meetings will be implemented with diverse invitation methods, engaging formats and outcome-oriented reporting. Meet the Project Team – Open House Meetings will provide information on team responsibilities and construction progress and allow for comments and inquiries to be made.

Virtual Meetings

To meet the needs of those who cannot attend an in-person meeting, the Communication team could implement online or virtual meetings as an attractive option that provides information about the project and gives an opportunity to provide feedback about the project in a convenient and accessible manner.

Special Events and Booths

The Communications team will regularly mark major project milestones with special events that incorporate elected officials, the media and the community at large. Examples of these events are ground breakings, ribbon-cuttings, etc. Additionally, the team will take opportunities like local fairs and community events to set up information booths providing background information on the project, construction progress and upcoming phases.

Media Partnerships

The Communication team will promote the widespread dissemination of project information by engaging local and regional reporters and soliciting media coverage, distributing news releases, coordinating press conferences or special events and arranging meetings with editorial boards. Information provided to the media will correspond with opportunities throughout the project and will follow the guidelines established in the *Media Communication Protocol*.

Tools

Traveler Information System

The last six years of construction on the I-35 corridor saw the installation of Intelligent Transportation System (ITS) infrastructure to create a first-of-its-kind, multi-area construction

corridor traveler information system (TIS) that could monitor infrastructure and provide traveler information. The system will be used and improved upon for the I-35 Waco project, providing traveler information to those impacted in the greater Waco region. For them, the time-saving potential of efficient traveler information is extremely valuable. With better information available, travelers can minimize travel disruptions resulting from lane closures and traffic crashes by making better informed route choices. The concept for TIS is similar to modern traffic management systems used in urban areas. However, to meet the significant challenges in collecting and disseminating comprehensive traveler information across multiple construction sites, the system marries three data-gathering methods (Bluetooth® Technology, Wavetronix Sensors and End-of-Queue Warning Systems) to create reliable traffic forecasts for travelers. The system will continue to collect information and provide it to the public through the [I-35 Central Texas Traffic Map](#).

My35 Website

The Communications team will coordinate with TxDOT's Communications Division on the use of the website My35.org/central for the I-35 Waco project. The site will provide up-to-date project information and contact information allowing for two-way communication. All outreach materials will be optimized for web viewing and encouraging stakeholders to visit the My35 Central website for more information. The Communications team will ensure the website supports the information needs of the project.

Social Media

The Communications team will use TxDOT's existing social media accounts to provide up-to-date or emergency project information. Additionally, the Communications team will monitor social media for emerging community concerns or issues and strive to be responsive to inquiries and comments to keep these platforms interactive and useful. For specific direction and responsible parties, refer to the *Media Communications Protocol* and *Appendix E - TxDOT Social Media Policy*.

Hotlines (Email and Phone)

The Communications team will maintain an email hotline for comments and inquiries that will aim to provide prompt responses to concerned stakeholders. The team will also maintain a bilingual telephone hotline with regular business hours of operation but a 24-hour inbox. Both hotlines will make it possible for the Communication team to promptly respond to comments and questions. The team will document both comments and responses in the Contact Database, and use information gathered from them to develop informed project messaging.

Both hotlines will be programmed to deliver messages to the Communications team member designated as database manager. Comments and inquiries will be transcribed and saved into the Contact Database along with their original WAV or OST file. More information about the Contact and Comment Database is available in the *Waco Project Correspondence Management and Communications Reporting* section of this document.

Portable Changeable Message Signs

In areas with limited ITS infrastructure, portable changeable message signs will be used to provide on-road traveler information (e.g., lane closures, detours). The Communications team will coordinate with the Construction team on the location of signs and message timing and content. Changeable signs can also be incorporated into the construction effort of ITS network expansion within the project by supplementing information sharing when the existing ITS network needs to be brought down for construction or maintenance.

Surveys (In-Person and Online)

Throughout the project, the Communications team can gauge public and stakeholder opinions and concerns through surveys, either in-person or online. Using web-based survey technology, the team can produce multiple surveys over the life of the project.

Dashboard

Web-based dashboards will be used to summarize available information, metrics and activities. The content and access to each dashboard will be determined based on their audience and purpose. The Communications team will coordinate the creation and update of a communication dashboard for District leadership summarizing the communication outcomes outlined by the I-35 Waco – (Section 4B) Construction Communication Plan.

Live Camera Feeds

Access to existing live camera feeds, showing current conditions along the I-35 corridor, can be used in tandem with other tools and techniques during outreach materials to provide the public with real-time information necessary for trip planning. Camera feeds currently available for the Waco area can be accessed through the [Waco Area ITS Home](#).

Travel Information Centers

The Communications team will provide Travel Information Centers in the area with updated information and materials on ongoing and upcoming construction activities, potential disruptions to long distance travel, alternative routes and contact information for project staff.

Materials

Door Hangers

Door hangers can be created and distributed to neighborhoods and businesses along the I-35 corridor with construction and project information at set intervals or prior to intense construction activities.

FAQs/Fact Sheets

Frequently Asked Questions (FAQs) handouts and Fact Sheets can be produced to communicate key messages and general information for the I-35 Waco project or specific improvements associated with it. These materials can include maps, visuals, infographics to illustrate information on funding needs and sources or personal and societal cost/benefits associated with the project.

My35 Central Texas Newsletter

The Communication team will produce and distribute an e-newsletter that provides updates about the progress of the project following the precedent set by other projects on I-35. A subscriber list will be developed and maintained through an online sign-up form and through the collection of email addresses at various public events. The team will provide the e-newsletter for posting on the website and distribution to Executive Level Stakeholders.

Informational Flyers and Posters

Flyers and posters will be developed to distribute project progress and upcoming construction information to stakeholders and the public.

Project-in-a-Box Meetings

Project specific information including detour, access, schedule and contact information will be provided to businesses, neighborhoods and residential properties prior to the start of construction.

Maps

Easy-to-understand/public-friendly maps and schematics will be available for distribution and online posting to help orient the public.

Animations and Videos

Conceptual, 3D animation videos that demonstrate the project outcomes from a traveler's point-of-view will be posted on the website and shown at stakeholder events, as well as provided to the media.

Engaging informational videos that personalize the project team and make complicated project information easily accessible would be posted on the website and shown at stakeholder events, as well as provided to the media.

Closure Alert E-Blast

Distribute information about lane closures and major incidents along the 96 miles of I-35 that is part of the Waco District. A subscriber list exists and will continue to be used during the I-35 Waco project. The lists are also available to subscribe to on My35.org.

Presentations

A PowerPoint template and master community slide deck will be used as the basis for all presentations that may be developed by TxDOT over the course of the project.

Media Kits and News Releases

Media kits will be developed and made available to media contacts on request via the project website. Media kits will also be distributed to media contacts at project milestones. Kits will include news releases, project fact sheets, ready-to-use graphics and images, FAQs and contact information.

Appendix D: Frequently Asked Questions

What Is My35?

[My35](#) is an award-winning approach to transportation planning that puts Texas citizens in the driver's seat. Since 2008, hundreds of Texans have volunteered their time and expertise to develop a blueprint for a safer, smarter and less congested I-35. Construction is underway to make Texans' vision a reality.

Why Was My35 Started?

My35 was launched by the Texas Transportation Commission as a way to increase citizen participation in the transportation planning process for the I-35 corridor. Almost half of Texas' population lives near the interstate and it plays a major role in our state's economy. It's important for Texas citizens to drive the discussion about the future of I-35.

The purpose of statewide planning for I-35 is to coordinate ongoing studies and projects, facilitate and streamline project implementation (including identifying funding), and identify additional efforts needed to address safety, congestion and connectivity needs statewide.

Who Was Involved in My35?

My35 was led by the [Corridor Advisory Committee](#) and four [Segment Committees](#). The committee members were comprised of a diverse group of volunteers, including business professionals, environmental planners, rail advocates, educators, local officials, economic development professionals and residents.

About Waco

What Is the I-35 Waco Project?

Since 2011, TxDOT, the Waco Metropolitan Planning Organization, Killeen-Temple Metropolitan Planning Organization and other regional partners have been working on a plan for improvements to the I-35 corridor.

The I-35 Waco project will expand I-35 will from six lanes to eight lanes with the frontage roads along I-35 and the streets crossing under it receiving improvements to better safety mobility for pedestrians and bicyclists.

What Are the I-35 Waco Project Limits?

The project limits are 6 miles long and are bounded by 12th Street on the south and Loop 340 on the north.

What Is the Purpose of the I-35 Waco Project?

The purpose of the project is to transform I-35 in the Waco area into a smart and efficient highway by improving safety, mobility and connectivity for all modes of transportation—cars, transit, trucks, emergency vehicles, pedestrians, bicycles—along and across I-35. The

expansion was designed to accommodate not only the growth in Texas but the growth being experienced in the Waco area.

How Will the I-35 Waco Project Make I-35 Better?

The I-35 Waco project will transform the existing interstate into a smart and efficient highway system by:

- Improving safety by incorporating innovative designs that increase the distance that vehicles have to enter, exit and change lanes and adding integrated operations technology.
- Providing users with up-to-date information using on-road technology, to facilitate their decisions about where, when and how to travel.
- Improving east/west connectivity, maximizing existing right-of-way without overbuilding and allowing for technological advancement.

Who Is Involved in the I-35 Waco Project?

The project has been a community-driven effort including local, state and federal agencies, as well as the public and community stakeholders throughout McLennan County. Currently, primary partnering agencies include:

- City of Waco.
- Waco Metropolitan Planning Organization.
- Local Independent School Districts.
- Baylor University.
- Greater Waco region Chamber of Commerce.
- Waco Convention and Visitors Bureau.
- Federal Highway Administration.

Who Is Using I-35?

Travelers of I-35 include local and through traffic, commuters, cross street traffic, transit customers, car-poolers, bicyclists and pedestrians. The I-35 Waco project is focusing on effectively moving this wide array of transportation mode users along and across I-35.

Despite being an interstate, some of the traffic on I-35 is caused by local drivers making local trips to and from home, school, work, etc. However, 66 percent of vehicles on I-35 have an origin or destination outside of the Waco area.

The I-35 Waco project is one of many individual improvement projects up and down I-35 that collectively provide substantial benefits for congestion relief. The goal is to improve mobility along and across I-35 without wholesale construction of the corridor.

The project focuses on innovative solutions to optimize the current facilities and right-of-way. Improvements will include:

- Intersection improvements, including Texas turnarounds before the intersections.
- Modified frontage roads.

- Operational improvements.
- Bridge construction.
- Traffic Management Systems upgraded to incorporate the latest technologies that provide I-35 users with information they need to make travel decisions.
- Upgrades to better accommodate bicyclists and pedestrians.

What Are Operational Improvements?

Operational improvements are enhancements or changes to the roadway that do not add capacity but still contribute to improved traffic flow and efficiency. Some examples include upgrading intersections or intersection lighting and upgrading traffic signals, increasing entrance and exit lane lengths.

What Is the I-35 Waco Project Schedule?

The I-35 Waco project is planned to begin construction in spring 2019 and be completed by the fall 2023.

What Are the Improvements to Be Made and How Will They Benefit Waco?

The mainlanes will expand from three lanes in each direction to four lanes in each direction. New bridges will be built. The signalized intersections on the frontage roads will be upgraded to be more bicycle and pedestrian friendly. New lighting and dynamic message boards will be installed. The final look of the highway will be more aesthetically pleasing and its functionality safer.

How Can I Stay Informed about Progress? How Will Travelers Be Notified about Closures and Detours Related to Construction?

TxDOT has developed several channels of communication to keep stakeholders, travelers, individuals updated on the progress of the construction. Examples of communication channels include daily emails, weekly emails, twitter feeds, text messaging and meetings. Travelers can also go to the My35.org website and access the I-35 travel time map for pre-trip information.

During What Days and Hours Will Construction Occur?

Construction is planned for Mondays–Saturdays during the daytime but routine lane closures of the mainlanes are planned at night.

Will I Be Notified When Construction Is Scheduled to Begin?

Yes. TxDOT will notify print media, TV media, radio media and use social media to inform the public of the begin date of construction and construction progress updates.

Will Construction Require Road, Lane or Ramp Closures?

Yes, the mainlanes, frontage roads, entrance ramps, and exit ramps will all need to be closed at some point during the construction process. TxDOT will stage these closures to have the least impact as possible.

Will Construction Cause Driveways to Be Blocked?

The construction contract stipulates that the contractor is to maintain access to all property and businesses during the duration of the construction timeframe.

Will Utility Relocations Be Needed?

All known utilities are scheduled to be relocated before construction begins.

What Kind of Impacts Will Construction Have on Neighborhoods and Businesses?

TxDOT plans to minimize disruption to businesses and neighborhoods with timely and relevant communications.

How Will You Ensure That Light Pollution Does Not Become an Issue during Construction?

The construction standards specified for this project are designed to have minimal light pollution while maximizing the visibility to nighttime workers.

How Will You Ensure That Construction Materials Will Be Hauled Away and Not Accumulate?

To facilitate the appropriate progress of the construction project, the contractor will properly dispose of all construction debris and materials no longer needed.

Will Additional Right of Way Be Acquired?

Any right of way needed for this project has already been acquired.

What Kind of Security Will Be in Place around the Construction Area?

The appropriate security measures for the construction area, its trailers and tools will be determined by the I-35 Waco Project Team and provided by the construction consultant as required by the construction contract.

Where Will Workers Park? How Will They Get to the Job Sites?

The contractor is responsible for supplying parking for the workers and transportation to and from the worksite if needed. Personal vehicles will not be allowed to hinder construction progress or your daily activities.

How Will You Ensure I-35 and Cross Streets Will Be Kept Clean from Dust and Mud?

The construction contract includes routine street sweeping of I-35 and its frontage roads.

Whom Can I Contact If I Have Concerns about the Project/Construction Activities?

Project Contact information can be found through the project website, My35.org/Central.

Appendix E: TxDOT Social Media Policy



Social Media Policy

Texas Department of Transportation “TxDOT” will use this social media policy in accordance with the Texas Department of Information Resources (DIR) Social Media Policy. TxDOT recognizes the use of appropriate social media networks and emerging technologies to improve the way the agency serves the public and achieves its mission. TxDOT uses social media platforms as a supplementary method to communicate directly with the public and allow the public to respond in real time. Social media communication on behalf of TxDOT must be for the benefit of the agency, constituents, partners and employees.

Internal Policy

This document defines the social networking and social media policy for TxDOT. To address the fast-changing landscape of the way citizens communicate and obtain information online, TxDOT departments may consider using social media tools to reach a broader audience. TxDOT encourages the use of social media to further the goals of the agency and the missions of its departments, where appropriate. TxDOT has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites. This policy establishes guidelines for the use of social media.

Personal Use

TxDOT employees may have personal social networking, Web 2.0 and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal and agency views. Agency employees must never use their agency email account or password in conjunction with a personal social networking, Web 2.0 or social media site. TxDOT employees should not post on behalf of the agency using their personal social networking accounts, unless authorized by the TxDOT Media Relations office.

Professional Use

Only individuals authorized by the TxDOT Communications Division may publish content to an agency website or state agency social media site.

All official agency-related communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in accordance with the Agency’s communications policy, practices and expectations. Employees must not use official agency social media, Web 2.0 or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Agency employees should be mindful that inappropriate usage of official agency social media, Web 2.0 and social networking sites can be grounds for disciplinary action. If social media, Web 2.0 and

social networking sites are used for official agency business, the entire agency site, regardless of any personal views, is subject to best practices guidelines, and standards.

Approval and Registration of TxDOT Social Media Sites

All TxDOT social media sites shall be (1) approved by the designated Social Media Manager and the Director of Media Relations (2) published using approved social networking platform and tools; and (3) administered by the contact or their designee. An official application (Form 2373) to request the setup of a social media channel can be obtained by emailing mediarelations@txdot.gov. Permission will be granted based on the established “Criteria for New Social Media Accounts” document, which covers in more details the subject of whether or not the proposed new account is necessary or viable based on: Sustainability, uniqueness, branding, message communication. Email mediarelations@txdot.gov for more details on this document.

Public Information and Record Retention

Only public information is permitted to be posted by TxDOT employees on TxDOT social media websites. All communication that takes place on TxDOT social media sites are public record and may be posted on TxDOT.gov or used by TxDOT for any reason. This information may be subject to public information requests. For more information about public information requests, please refer to the TxDOT’s Public Information Requests policy.

No personally identifiable information will be posted on TxDOT social media sites by TxDOT personnel. TxDOT is not responsible for content posted by others to TxDOT social media sites. TxDOT users that enter personal information on TxDOT social media sites do so at their own risk; TxDOT is not responsible for the public display of such private information. TxDOT may remove postings to its social media sites that contain personally identifiable information, but neither TxDOT, nor its licensors or contractors are responsible for any damages caused by delays in such removal.

Social media sites may contain communications sent to or received by state employees, and such communications are therefore public records subject to State Records Retention requirements. These retention requirements apply regardless of the form of the record (digital text, photos, audio, or video, for example).

To the extent that the third party records retention policies are inconsistent with the Texas State Record Retention Schedule, TxDOT will put forth reasonable efforts to archive copies of social media content in order to meet State records retention obligations.

Terms of Service

TxDOT social media sites are third party sites and have terms of service and policies that are not governed by TxDOT or the State of Texas. These third party sites are not official TxDOT web sites and the third party’s website terms of service and policies apply. The terms of service for the social media sites used by TxDOT can be found below:

- [Twitter](#)
- [Facebook](#)
- [Flickr](#)
- [YouTube](#)

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Content of Social Media Posts

All published TxDOT social media content is subject to monitoring. This content may take the form of digital text for Twitter and Facebook, photography images for Flickr, and videos for YouTube.

User-generated posts will be rejected or removed if possible when the content of a post:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information, as defined in Tex.Code Bus & Com. Sec. 521.001 et. seq.
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

Twitter

Accessibility: To accommodate TxDOT users with disabilities, www.accessibletwitter.com is the suggested alternative access to the TxDOT Twitter profile.

Facebook

Accessibility: To accommodate TxDOT users with disabilities, there are two suggested alternatives to access the TxDOT Facebook Fan page:

1. The Facebook mobile site <http://m.facebook.com> is a suggested accessible alternative to the original TxDOT Facebook page.
2. TxDOT will post the same content to Twitter and Facebook. Therefore, <http://www.accessibletwitter.com> will serve as an accessible alternative. Instagram

Accessibility: To accommodate TxDOT users with disabilities, the mobile version of Instagram at ??

YouTube

Accessibility: TxDOT will make an effort to link to and display videos on its YouTube channel that have closed captioning available for hearing impaired viewers.

For more information about the closed captioning feature on YouTube, visit: http://www.youtube.com/t/captions_about

Content: Videos displayed on the TxDOT YouTube site will be related to Texas or Texas government.

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Comments Policy Disclaimer

The following disclaimer should be added to all official TxDOT social media pages: Disclaimer:

The Texas Department of Transportation reserves the right to add, remove or edit content on this page in its sole discretion. TxDOT will make every effort to monitor the contents of this page and ensure its content is of an appropriate nature.

Some examples of restricted information include commercial endorsements or advertisements; political views; discriminatory, racist, offensive, obscene, inflammatory, unlawful or otherwise objectionable statements, language or content; copyrighted information (TxDOT or otherwise); information that infringes on the privacy of others or is defamatory in nature; information that is not open to the public; or information prohibited by federal, state or local law (e.g., the Children Online Privacy Act prohibits posts that identify specific children).

If you find inappropriate content on this page, please notify an administrator immediately so we may review the content and remove it if we deem it inappropriate. TxDOT shall not be held responsible for inappropriate content submitted by other Facebook users.

Thank you for visiting and supporting our page! We look forward to talking with you! If you have comments or suggestions, please let us know at AskTxDOT@txdot.gov.

Appendix F: Legislative Updates

During legislative session, TxDOT aims to inform legislators and the overall Capitol Complex about the I-35 Waco project via multiple tactics to ensure members are receiving the most up-to-date information and are given an opportunity to provide feedback. Tactics will vary based on the needs and preference for receiving updates and information of the legislator and assist in building the stakeholder database. By establishing regular, two-way communications to exchange information, the I-35 Waco project team can enhance its own communications and help identify potential conflicts that could exacerbate impacts to the traveling public when combined with Waco construction activities.

In-Person Briefings

The Communications team and a TxDOT delegation will meet with select members of the House and Senate and their staff interested in the I-35 Waco project. The goal of the meetings would be to inform members of the progress of projects in the region, especially in their districts, and ask for their assistance in identifying issues that may arise. The Central Texas Delegation and key members include:

- Governor's Office.
- Lt. Governor's Office.
- Senate Transportation Chair.
- House Transportation Chair.
- Speaker's Office.
- Local Delegation (House and Senate).

Local Contacts

Texas State Senator	Texas State Representative
<p>Senator Brian Birdwell District 22 Capitol Office: EXT E1.706 Capitol Phone: (512) 463-0122 Capitol Address: P.O. Box 12068, Capitol Station Austin, TX 78711</p> <p>District Address: 900 Austin Ave, Suite 500 Waco TX 76701 Phone: (254) 772-6225</p>	<p>Representative Charles 'Doc' Anderson District 56 Capitol Office: CAP GW.8 Capitol Phone: (512) 463-0135 Capitol Address: P.O. Box 2910 Austin, TX 78768</p> <p>District Address: 900 Austin Ave, Suite 804 Waco TX 76701 Phone: (254) 754-3892</p>
<p>Shelley Verlander Senior District Manager & Special Projects Coordinator 900 Austin Avenue, Suite 500 Waco, TX 76701 Phone: (254) 772-6225 Fax: (254) 776-2843</p>	<p>Elaine Slaughter District Staff Director District Address: 900 Austin Avenue, Suite 804 Waco TX 76701 Phone: (254) 754-3892 elaine.slaughter@house.state.tx.us</p>

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Waco Briefing

The Communications team will invite legislators and their staff to a Waco mid-morning or afternoon coffee break to give a short, high-level overview of the construction activities along I-35 as part of the I-35 Waco project including information on where and how to receive up-to-date construction information and alerts about closures and incidents. During the presentation, the Communications team will provide information about the I-35 Waco project construction website, project fact sheets and contact information for team members.

It is recommended that the briefings are sponsored by members of Waco's local Senate and House delegation in possible coordination with the Senate and House Transportation Chairs. The briefing would be held around February 2019. The invitation will be sent to every appropriate House and Senate member and their staff one week before the event.

Opt-In Email

TxDOT will survey members of the legislature to determine if they would like to receive email alerts/updates on the I-35 Waco project.

Legislative Walk-Through

The Communications team will conduct a legislative walk-through to provide legislators and their staff information about the I-35 Waco project, its construction website and contact information for the project team. The team will also leave behind information about the I-35 Waco project and ways to sign-up to receive additional information.

Transportation Related Trade Group Legislative Events

The Communications team will identify trade groups interested in Mobility35, such as the Texas Trucking Association, and coordinate with them on the provision of I-35 Waco project information in order for them to make it available at their events. This outreach effort informs stakeholders carrying freight on I-35 and ensures legislators are reaching out to their constituents to inform them of the I-35 Waco project.