

## Public Information Component of the TMP

The TMP for significant projects requires a component that addresses Public Information. Keeping the public advised of the progress of the work and the stages of the Traffic Control Plan go a long way in the public accepting the project. Also advising the public how the day to day operations will affect their travel time is a very popular step to take. One of the basic philosophies of the Work Zone Safety and Mobility Rule is to minimize the disruption to road users, or if that cannot be accomplished, then at least advise them on how it will affect their ability to get through or around to work zone. The need for a Public Information campaign should be identified early in the project development process so that the appropriate level of funding is included in the project to accomplish the task, and the campaign can begin at the appropriate time – which may be a bit in advance of the project.

The process review can assess the effectiveness of the Public Information efforts overall or for a set of projects. Some sample questions follow. The responses to these questions should give you an indication if the process is working or what needs to be improved, and can help the agency determine whether a more in-depth review of the Public Information component of the TMP is warranted.

- Have the methods used to communicate project information been effective?
- Has the agency done this work in house?
  - If so, were the right people involved to make it effective?
- Was the work done through a contract?
  - Was a separate contract developed for this work? Included in the project contract? Which worked better?
- Does the agency have the appropriate staffing to effectively provide this information to the public and media?
- Was the information presented in a timely and accurate manner?
- Was the information updated to reflect the current conditions? Lack of keeping the material current hurts the credibility of the project.