

# **Development & Public Works Department**

## **Virginia-Daisy Bikeway Communications Plan**

### **2016**

#### **Introduction**

The City of Springfield was selected to receive funding for Virginia-Daisy Bikeway project covering the design development and selection phase through the Oregon Bicycle and Pedestrian Advisory Committee's Transportation Enhancement grant program. The goal of the project is to provide a safe and comfortable bicycle corridor that can be used by people of all ages and abilities. Additionally, the design should enhance the overall appeal of the corridor for all users, improve pedestrian safety and usage, and provide traffic calming for automobile traffic to emphasize the active transportation priority along the bikeway.

This Communications Plan will support the Virginia-Daisy Bikeway project by setting objectives, strategies, and tactics to increase awareness and understanding of the overall project and specifically to inform Springfield residents that live within the project area about the overall goal of the project and opportunities to give input.

Individual tactics identified in this plan will be developed using this plan as a guide and the Virginia-Daisy Bikeway Communications Project Plan will contain more in-depth details. Tactics may be used multiple times to implement more than one communication strategy. This plan will be updated as needed during the duration of the project and was developed using the DPW Communication Team's guiding principles that project information provided is accurate, effective, consistent, cost-efficient, engaging, and fun.

#### **Goals**

The goals of this plan will help guide the overall communications for the project.

- Ensure the Springfield community has opportunities to be informed about the project.
- Ensure the Springfield community has opportunities to provide input on the project; specifically businesses and residents within the project area.
- Project communication is effective and efficient.

#### **Objectives**

These stated objectives were developed based on known effective outreach for similar types of City projects previously conducted.

- A significant portion of the Springfield community is aware of the project and its objective, especially residents living in the immediate project area.

- A significant number of Springfield residents that are located within the project area provide input on the project.
- Opportunities to continually improve project communication are captured.

### **Core Message**

These core messages help describe the need for a project communications plan and provide consistent messages for implementing and managing the plan.

- The City of Springfield is committed to providing safe transportation options.
- The goal of the Virginia-Daisy Bikeway project is to provide a safe and comfortable bicycle corridor that can be used by people of all ages and abilities.
- The design of the bikeway should enhance the overall appeal of the corridor for all users, improve pedestrian safety and usage, and provide traffic calming for automobiles to emphasize active transportation along the street and enhance the neighborhood feel.
- There will be multiple ways for the Springfield community to receive and seek project information and provide input on the project; specifically the design of the bikeway.

### **Audience**

The target audiences for project information will be the broader Springfield community, and specifically residents that are located within and around the project area; immediately along Virginia Street and Daisy Street. Also, the City will engage partner agencies that will be involved in the design and subsequent construction for the project. Audiences will be provided information that aligns with communications guiding principles.

### **Strategies & Tactics**

The strategies and tactics of this plan will be implemented to reach the stated objectives. Strategies define how to achieve overall objectives by answering the “what” will be done. The strategies outlined in this plan were developed to address all objectives. The tactics answer the “how” by identifying the specific activities that will be implemented to further strategies and overall objectives. Key staff identified for each tactic will provide direction and/or input on implementation.

- 1. Provide the Springfield community multiple ways to receive and seek project information.*
- 2. Inform Springfield residents that are located within the project area about the project and opportunities to give input.*
- 3. Elicit feedback from the community to improve two-way communication.*
- 4. Evaluate the effectiveness of strategies and tactics implemented and adjust as needed.*

## Deliverables

<b>Tactic</b>	<b>Timeline</b>	<b>Key Staff</b>
Project Web Page	Establish early 2016/ on-going	Loralyn Spiro, Emma Newman
Newsletter Article(s)	Edition(s) TBD	Loralyn Spiro, Emma Newman
Social Media	On-going/ as needed	Loralyn Spiro
LTD Advertising	Specific dates in 2016 TBD	Loralyn Spiro
Flyer/Poster	Create based on project timeline/ update as needed	Loralyn Spiro, Emma Newman
FAQs	Create based on project timeline/ update as needed	Loralyn Spiro, Emma Newman
Talking Points	As needed	Loralyn Spiro, Niel Laudati
Media Advisories	As needed	Loralyn Spiro, Niel Laudati
Open Houses	Date(s) based on project timeline	Emma Newman, Michael Liebler, Loralyn Spiro, other Community Development staff or Consultant as needed
Events	Research/ establish list	Emma Newman, BPAC Members
Presentations	Research/ establish list	Emma Newman, BPAC Members
Postcard Mailings	Create based on project timeline/ update as needed	Loralyn Spiro, Emma Newman
One-on-One Meetings	Research/ establish list	Emma Newman
E-Updates	Establish sign up mechanism early 2016/ as needed	Loralyn Spiro, Emma Newman
Survey	At end of project	Loralyn Spiro, Niel Laudati
Analytics	On-going	Loralyn Spiro, IT Department
Debrief Meetings	After key project milestones	Emma Newman, Michael Liebler, Loralyn Spiro, other Community Development staff or Consultant as needed