

**PUBLIC INFORMATION
PERFORMANCE SPECIFICATION**

1.0 INTRODUCTION

It is anticipated that during the course of the I-12 Widening Design-Build Project public information needs will arise. The Department intends to designate the primary responsibility for presenting information to the public to an entity separate from the Design-Build Team. Therefore, for the purposes of this Public Information Performance Specification references to the Department will be taken to mean the Louisiana Department of Transportation and Development (LA DOTD) and/or its designee for public information activities. The Department and/or its designee will be responsible for disseminating information to the public. The Design-Builder will be responsible for supporting the public information efforts of and cooperating with the Department and/or its designee.

2.0 PERFORMANCE GOALS

The goal of the Design-Builder's involvement in the public information efforts will include the timely response to requests for information by the Department, and close coordination of the design and construction activities to assure that the Department has the ability to provide the public with timely information that allows the public to keep abreast of the project developments and make travel decisions accordingly.

3.0 STANDARDS AND REFERENCES

No Standards or References apply to this Public Information Performance Specification.

4.0 SCOPE

The Design-Builder's Project Manager or his designee will be responsible for interfacing with the Department to assure that the Department is apprised of upcoming activities that might impact or otherwise be of interest to the traveling public. This will include but is not limited to the regularly scheduled meetings and briefings as well as impromptu meetings and teleconferences to discuss the public information needs of the Project.

The Design-Builder will develop resources that document and explain the Project and will make these resources available to the Department for purposes of public information efforts. The Design-Builder will maintain and update these resources as necessary to assure that current information is available for use by the Department in the public information activities.

The Design-Builder will assist the Department in preparing presentations, articles, and interviews to address public concerns or promote a better public understanding of the project.

The Design-Builder will not make any verbal or written statements to the public or media without the prior consent of the Department's Project Manager.

5.0 PERFORMANCE MEASURES

The Design-Builder's performance will be measured by the Department's satisfaction with the timeliness of the response for information and overall quality and clarity of the materials supplied by the Design-Builder.

6.0 REQUIREMENTS

The Design-Builder shall provide information necessary to interface with the public. This information shall include but not be limited to the following:

Louisiana Department of Transportation and Development

- A) High resolution photographs taken at regular intervals that document the Project progress.
- B) Video clips that document the construction phasing and operations.
- C) Graphic layout drawings that show project sequencing and maintenance of traffic plans.
- D) Aerial photographs that show the key work zones of the Project, as well as the completed Project.
- E) Written descriptions of the design and construction work suitable for use in technical and non-technical articles.
- F) Project briefings and site tours as requested by the Department.