



REBUILD HOUSTON

better streets. better drainage. better future.

COMMUNICATION PRACTICES

**ReBuild Houston
Public Works & Engineering
City of Houston**

October 2014

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1 INTRODUCTION & BACKGROUND

ReBuild Houston (RH) is a unique public works funding program that was approved by City of Houston voters in November 2010. It is a Pay As You Go (PAYGo) Street and Drainage Capital Improvement Program that addresses deteriorating infrastructure with dedicated funding sources without the further accumulation of debt. ReBuild Houston provides the means and the vision to enhance our City's:

- Public Safety;
- Quality of Life; and
- Economic Vitality

This will be achieved through a partnership with both the general public and stakeholders via enhanced communication. The objective is to engage the public and to foster a sense of neighborhood pride, as well as a sense of ownership in the capital improvement investment resulting from ReBuild Houston.

1.1 Purpose of the Communications Practices

This document is not intended to be absolute; instead, it is intended to provide a framework for communication efforts with all publics in regard to ReBuild Houston. The document outlines key messages, identifies stakeholders and describes communication goals and activities.

1.2 Scope of Document

This is a living, evolving document detailing the ReBuild Houston communication concept and our efforts to continually improve community relations while highlighting the many positive impacts of RH.

1.3 Publics Identified

- I. External Groups – General Public
 - a. Residents
 - b. Business Owners & Operators
 - c. Community and Neighborhood Leaders
 - d. Professional Organizations
 - e. Student Groups
 - f. Media
- II. Stakeholders – Community / Government Organizations
 - a. Super Neighborhoods & Civic Organizations
 - b. TIRZs
 - c. Management Districts
 - d. Local Chambers of Commerce
 - e. Other Government Agencies
- III. Internal Groups
 - a. Mayor
 - b. City Council and Council Committee(s)
 - c. Advisory Committee
 - d. COH employees

2 COMMUNICATION PRACTICES

2.1 Communication Goals

- I. Through education, increase understanding and awareness of the ReBuild Houston mission and process, as well as its various infrastructure projects.
- II. Foster good will among the general public and stakeholders
- III. Engage the public via public input meetings, speaking opportunities, social media, CitizensNet, etc.
- IV. Promote transparency

2.2 Key Messages

- I. 'Worst First' and 'benefit/cost' methodology
- II. Hard science vs. political science
- III. Pay-As-You-Go means no new debt
- IV. Mitigation of flooding
- V. Increased funding available for street and drainage infrastructure as debt is paid down
- VI. Better Streets. Better Drainage. Better Future.

2.3 Visual Identity & Branding

The ReBuild Houston visual identity consists of the following:

- I. ReBuild Houston logo
- II. Taglines: "Thumbs Up For Progress," "Better Streets. Better Drainage. Better Future," etc.
- III. Standard Font: Calibri
- IV. Style Guide: Associated Press

3 COMMUNICATION INITIATIVES

3.1 Electronic Media

- I. ReBuild Houston Website (including 'Contact Us' email queries - info.rebuildhouston@houston.tx.gov)
 - a. Update content regularly (as needed)
 - b. Promote transparency by posting:
 - i. Financial information
 - ii. Methodology (*CIP Process Manual*)
 - iii. Draft and/or approved "5+5 Plan" documents

- iv. 10 year plan Interactive Map detailing:
 - 1. 5 year CIP project locations
 - 2. “+5 Year Plan” Need Area locations
 - 3. Candidate Project (unfunded & unscheduled) locations
 - 4. Pre-Engineering Executive Summaries
 - 5. Candidate Project Prioritization Score Sheets
 - 6. Need Priority intensities
 - v. Drainage Utility Fee info (rates, verifications & corrections, appeals, etc.)
 - vi. Drainage Impact Fee information
 - vii. TTI Committee/District CIP Town Hall Meeting Presentation
 - viii. Advisory Committee meeting agendas
 - ix. Advisory Committee meeting minutes
 - x. Other educational material and information
- II. Social Media Sites
 - a. Facebook, Twitter, Flickr, LinkedIn
 - i. Post organizational information, images, video clips, etc.
 - ii. Social icons with links added to RH website home page
 - iii. Educational content
- III. 3-1-1 Service Responses
 - a. Structural flooding
 - b. Impassable streets
 - c. Pavement Condition
 - d. Other level of service issues
- IV. CitizensNet e-Blasts coordinated with the Mayor’s Office
 - a. Project status announcements (commencement, updates, completion)
 - b. Public meeting announcements
 - c. Submittals from Engineering & Construction Division; and Street & Drainage Division
 - d. Promote social sites by including links located at the bottom of each CitizensNet

3.2 Media Exposure & Press Releases

- I. Media: TV, radio, in-print and electronic media outlets
 - a. Proactively seek engagement opportunities with media in an effort to highlight ReBuild Houston projects and successes.
- II. Press releases, in coordination with the Mayor’s Office, directed to local media, community and neighborhood leaders and others on topics such as:
 - a. ReBuild Houston funded projects
 - b. Ribbon Cuttings / Ground Breakings
 - c. Professional awards & successes of the PWE and ReBuild Houston
- II. Relationship building with the media

3.3 Promotional Materials / Questionnaires

- I. Utility Bill Insert listing active and upcoming projects
- II. Flooding Questionnaire
- III. ReBuild Houston brochure / handouts

3.4 Logo Placement & Signage

- I. Information featured on project signs
 - a. ReBuild Houston logo
 - b. Project information
 - c. Contact information
 - d. Number of jobs created
- II. CIP and Local Drainage Project signage
 - a. Signs placed in high traffic areas to maximize exposure of ReBuild Houston projects
 - b. Door hangers, where required
 - c. Mail outs to benefitted users
- III. ReBuild Houston heavy maintenance
 - a. Door hangers (where required)
- IV. Logo Placement, but not limited to:
 - a. Letterhead
 - b. Decals (on City vehicles)
 - c. Bumper stickers
 - d. Signs

3.5 HTV – City of Houston Municipal Channel

- I. Transportation, Technology & Infrastructure (TTI) Committee Meetings
- II. CIP Town Hall Meetings
- III. HTV program interviews and appearances

3.6 Monthly Notable Activity Report

- I. ReBuild Houston Notable Activity Report for Mayor’s office detailing public outreach efforts

4 PUBLIC & INTERNAL ENGAGEMENT

4.1 Public Meetings & Educational Presentations

- I. CIP Town Hall Meetings
 - a. Simple Messages including, but not limited to:
 - i. Understanding ReBuild Houston & investment needs
 - ii. Understanding PAYGo

- iii. Understanding the four funding sources and each of their uses
 - iv. Understanding CIP planning & programming methodology
 - b. PowerPoint presentation
 - c. Dissemination of handouts / questionnaires / brochures
 - d. Question & Answer opportunity for the public
 - e. Formal public input period on 10-year plan (February & March)
- II. Individual Council Member Meetings
 - a. Draft CIP & 10-year Plan discussion(s)
 - b. District Council Member Need Area Identification
- III. Other Public Presentations
 - a. Super Neighborhoods
 - b. Civic Organizations
 - c. Professional Organizations
- IV. Project Meetings
 - a. Design Phase – Public Input Process
 - i. Receive comments and address questions from stakeholders via District Council Member
 - ii. Respond to questions and concerns
 - iii. Point of contact for each project
 - b. Pre-Construction
 - c. Construction Phase
 - i. Continued communication via email and/or in-person with the public via District Council Member
 - 1. Traffic control
 - 2. Construction phase changes
 - 3. Driveway closures – individual owners
 - ii. Contact list of stakeholders for each project
 - iii. Overview of traffic mitigation measures planned to minimize inconvenience to the public

5 STANDING ADVISORY COMMITTEE MEETING SCHEDULE 2014

January 28, 2014	April 22, 2014	July 22, 2014	October 28, 2014
February 25, 2014	May 27, 2014	August 26, 2014	November 18, 2014
March 25, 2014	June 24, 2014	September 23, 2014	December 16, 2014

* Meeting dates are subject to change.

* Meetings will be held on the 4th Tuesday of the month, with the exception of November and December which will be the 3rd Tuesday of the month, or unless otherwise noted.

6 COMMUNICATIONS ANALYSIS & ACTIONS

COMMUNICATION ANALYSIS

<p>Situation Analysis –</p> <p>ReBuild Houston (RH) needs to inform the community and stakeholders about what RH does and how.</p> <ul style="list-style-type: none"> • Inform the public about RH & RH projects • Continue to explain the RH initiative & PAYGo • Maintain transparency 	<p>Key Messages –</p> <ul style="list-style-type: none"> • ‘Worst First’ & ‘benefit/cost’ methodology • Pay-As-You-Go = No new debt • Mitigation of flooding • Increased funding for street & drainage projects as old debt is paid • Better Streets. Better Drainage. Better Future.
<p>Communications Objectives –</p> <ol style="list-style-type: none"> 1. Facilitate greater communication with the public, stakeholders and media via public meetings, direct interaction through email, social media, interactive applications through the RH website and strategic branding initiatives 2. Continued organizational transparency 3. Highlight ReBuild Houston successes and projects 	<p>Approach –</p> <p><u>Inform the public</u></p> <ul style="list-style-type: none"> • RH website, social media, CitizensNet, public meetings, press releases, 311, email / phone <p><u>Listen and respond to feedback</u></p> <ul style="list-style-type: none"> • Flooding questionnaire, 311 calls, email, Q & A sessions, blogs, social media • Keep communications clear and simple <p><u>Launch a dynamic social media campaign</u></p> <ul style="list-style-type: none"> • Facebook, Twitter, Flickr, LinkedIn
<p>Opportunities –</p> <p>Factors likely to aid in achieving positive outcomes:</p> <ul style="list-style-type: none"> • Receiving more input and detailed information from the public • Pay-As-You-Go funding • ‘Worst First’ • Reaching new publics • Proactively getting the RH story out • Cost effectiveness of program due to project prioritization 	<p>Challenges –</p> <p>Factors likely to create difficulty in achieving objectives:</p> <ul style="list-style-type: none"> • Limited funding • Community grasp of hard science & benefit/cost analysis in determining projects • Public’s understanding of ‘Worst First’ • Misperception that ReBuild Houston is an instant fix for a long developing deferred investment problem

7 COMMUNICATION ACTIONS

ACTION ITEM	DESCRIPTION	TARGET AUDIENCE	STATUS	RESPONSIBLE
Communication Practices Document	Update Document	Internal	Annually	RH
Monthly Notable Activity Report	RH Notable Activity Report - Details PR initiatives	Mayor's Office	Monthly	RH & PIO
PowerPoint Template & Presentation Materials	Update PP and complimentary materials with most current information	All	Regularly	RH
Key Messages	Develop key messages geared toward target audiences	All	As Needed	RH
Signage	Review strategy for signage placement and quantity in an effort to maximize exposure	All	As Needed	RH
Video & Photo	Create video and photo content for use on website and social sites	All	Continuous	RH & PIO
Website Updates	Update and maintain the RH informational website	All	Regularly	RH & PWE IT
Website Visibility	Publicize & seek opportunities to link RH website with stakeholder websites	All	Ongoing	RH
Social Media	Create, maintain and compose content for social sites. Current focus: Facebook, Twitter & Flickr	All	Continuous	RH
CitizensNet	Compose copy for eBlasts to be dispersed via CitizensNet	All	Regularly	Various PWE Divisions, RH, Mayor's office
Press Releases	Compose press releases on RH projects and activities	Media, Comm. leaders	As Needed	PWE Divisions, PIO, RH, Mayor's office
Media Appearances & Interviews	Develop a stronger media presence throughout various outlets	Various media outlets	Ongoing	PIO & RH
Utility Bill Insert	Update projects list	General public	3 – 4 times/year	RH & Graphic Artists
ReBuild Houston Advisory Committee Meetings	Facilitate meetings, presentations, documents, reports, meeting minutes, etc.	RHAC	As Scheduled	RH
CIP Town Hall Meetings	Facilitate meetings, presentations, documents and respond to public	General Public	February & March	PWE
Super Neighborhood, Civic & Professional Meetings	Prepare presentations, documents and respond to public	General Public	As Needed	Various PWE Divisions
Project Meetings	Prepare presentations and documents	All in Benefited Area	As Needed	Various PWE Divisions
Staff Meetings	Prepare materials	Staff	As Needed	Various