



PROJECT NEWSLETTERS



IN THIS ISSUE

July 2013

BRIDGING THE BRAZOS:

BRIDGING THE BRAZOS: TXDOT BUILDS UNIQUE LANDMARKS ALONG I-35

For the first time in Texas history, the north- and southbound frontage roads of I-35 will extend across the Brazos River. So, why is that important? When the first-of-its-kind bridge project is completed, frontage road travelers will no longer have to drive in

More Information: tti.tamu.edu/policy/how-to-engage-people

Description

Project newsletters provide information to the public about transportation plans, programs, or projects. Project newsletters describe all aspects of a project and can be in both print and electronic format. Information that might be communicated by a newsletter includes:

- Design.
- Schedules.
- Upcoming work in the area.
- Opportunities for engagement.
- Contact Information.

Project newsletter effectiveness depends on its accuracy and timeliness. If necessary, the newsletter should be available in multiple languages.

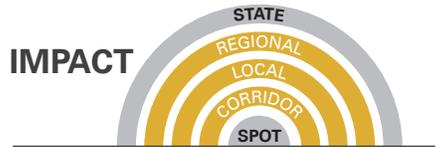
Target Market

Project newsletters aid those directly affected by a proposed project and anyone else who wishes to receive

information about the project. Regular newsletters are best for long-term, large, or complex projects. They are a useful addition to in-person exchanges between an agency and the community. People can view project newsletters in a variety of locations and times (e.g., physical copies at a local grocery store or digital copies on a project website).

How Will This Help?

- **Provides basic information to the public** that is current, accurate, and relevant.
- **Presents information visually** through diagrams, models, cartoons, and other imagery in a way **that can be widely distributed** through multiple channels.
- **Reaches the public or broad audiences** beyond those who attend public meetings and hearings.



WHO



LEAD AGENCY

HURDLES



LANGUAGE BARRIERS, TIME, COST

SUCCESS STORIES

Both the Texas Department of Transportation (TxDOT) and the Federal Highway Administration (FHWA) publish monthly newsletters on various topics. TxDOT's My35 newsletter highlights recent milestones and ongoing work in the IH 35 corridor. FHWA's *Success in Stewardship* newsletter highlights environmental process streamlining efforts from around the nation.

Implementation Issues

Project newsletters are not interactive and represent a one-way flow of information. Public newsletters encourage additional public involvement by including contact information and information about upcoming events such as public meetings, hearings, or virtual public meetings. Staff time to create and distribute newsletters can be intensive. Depending on the quality of images or written content, production time can be significant.

PROJECT NEWSLETTERS ON THE SPECTRUM OF PUBLIC ENGAGEMENT

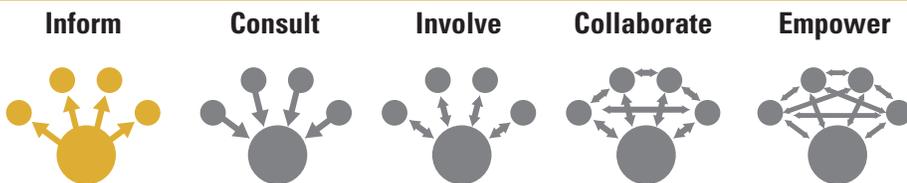


Figure 1. Spectrum of Public Engagement (Source: IAP2)

