

## Interceptor Communication Concepts

### Target audiences

- Member communities (overall)
- Member community Elected officials
- Member community Administration
- Member community effected staff (Parks, DPW, Engineering)
- Public – residents (general)
- Public – effected residents (bypass locations/river frontage owners)
- Public – recreational users

### Communication Methods

- Newspaper articles – Times Villager – as necessary based on project progress or every 6 months – provide general project information and progress with updates to the general public in all target audiences
- District/Community Meetings – quarterly for 2021. Included in SMS scope of services. Provide project progress updates to attendees including elected officials, member community administration & effected staff as the District progresses this year
- E-mail updates – monthly during construction seasons or as necessary as project milestones are completed. This email group listing has been started based off sign in sheets at previous community meetings. It could be expanded to include additional stakeholders as the project progresses to include any/all target audiences listed above.
- Website updates – contractually require monthly construction schedule from general contractor. This would include the working map of progress including completed work, work in progress, and anticipated work areas for the coming month. Little Chute & Kaukauna have confirmed they control their websites and would post updates along with them being on the HOVMSD website
- Project signage – Install signage at public locations used for river access by the contractor. Include basic project information as to the who, what, where and why along with direction to web addresses for detailed interceptor project information.
- Direct Mail – targeted method for effected residents once the project “breaks ground” and activities encroach upon their neighborhood. The letters would be followed up with door hanger reminders the week before the in person public meeting.
- In person public meetings – meet with affected community residents and include elected officials and community administration when the project construction work impacts

neighborhoods and community locations impacting residents. Locations primarily specific to Little Chute and Kaukauna.

### **Communication Goals**

- Provide accurate and up to date project information to all stakeholders in a timely fashion
- Communicate project details and progress using multiple communication methods to account for the varied generations of the population impacted by the project
- Leverage technology to disseminate information - use websites and email contact lists to quickly and effectively reach multiple target audiences
- Meet in person when necessary to reach target audiences (especially affected residents) that are most impacted by construction activities