

## Communication Plan

### Purpose:

The purpose of a Communication Plan for the Carroll County Judicial Center is to ensure that an appropriate framework for disseminating information is in place to keep the public informed as to the status of the building's construction and programming for the duration of the project. The plan will identify members of the public who have a vested interest in the project and specify the techniques that will be used to reach them, as well as the public at large.

### Goals:

- To disseminate accurate information to the public concerning the construction of the Judicial Center;
- To routinely update the county staff so that everyone has the same message;
- To facilitate clear and effective communication between various county departments so that the project stays on track;
- To keep adjacent property owners, downtown merchants, area churches, the legal community, and municipal entities informed as to the construction status;
- To routinely inform the Board of Commissioners about the Judicial Center's progress;
- To relay clear, accurate information about the Judicial Center's construction to the media

### Stakeholders:

Carroll County has identified the following list of stakeholders.

- Carroll County Board of Commissioners
- Judicial Center Program Committee
- Carroll County Employees
- Adjacent Property Owners (including Carrollton City Council)
- Downtown Merchants (Main Street and the Downtown Development Authority)
- Churches – First Baptist and First Methodist
- General Public
- Media
- Carroll County Bar Association
- Municipal Entities

### Techniques:

- **Information Meetings** – An informal “Meet the Architects” session was held during the annual Kiwanis Pancake Breakfast.

*Adopted by the Board of Commissioners at the April 6, 2010 Meeting*

- **Public Open House** – the process may benefit by holding informal Open House type meetings, where staff is available to show plans and renderings, field questions and take public comments.
- **Work Session Updates** – Monthly work sessions offer an opportunity to keep the Board of Commissioners, media, and general public up to date on the status of the Judicial Center.
- **Email Blasts** – Mass mailings by email will be sent for the purpose of providing important notices, valuation information, and reminders about upcoming events. Anyone interested in getting updates on the Judicial Center can sign up to be on the list.
- **Judicial Center Hotline** – A number will be established for the public to call with any questions or concerns about the new Judicial Center as it undergoes construction. A response will be provided within a 24 hour time frame during business hours. This will give county employees a route to direct calls they receive about the Judicial Center.
- **In Person Visits** – The chairman and program manager will meet with adjacent property owners at the beginning of construction and as needed throughout the process to provide an update and address any concerns. This will provide positive public relations for the project.
- **Notification Letters** – As needed, direct mailings will be sent to the adjacent property owners to keep them updated on the Judicial Center’s Construction status.
- **Press Releases/Public Service Announcements** – The County will provide timely information to the media, both print and radio, about the latest construction status as well as any significant events relating to the project. This will in turn enable the county to keep the general public informed.
- **Website Updates** – The County will dedicate a page related to the Judicial Center construction. Information posted will include schedules, announcements, and planning materials. The website will also include a live feed provided by the security company so that the public can view the Judicial Center as it is constructed.
- **Staff Memo** – Updates will be provided to county employees via email or interdepartmental memos to keep the staff informed as to the status of the Judicial Center construction and programming.
- **On Site Postings (“Pardon Our Progress”)** – Signs will be placed at the existing Court House and at the new parking deck to direct the public and legal community during the Judicial Center’s construction. The General Contractor will also be providing a large project identification sign.

Adopted by the Board of Commissioners at the April 6, 2010 Meeting

## Action Plan

### General Public

- To disseminate accurate information to the public concerning the construction of the Judicial Center
  - The program manager will be the primary source for any Judicial Center information, ensuring that the public has the latest, most up to date information available.
  - The following techniques will be utilized to keep the public informed:
    - Information Meetings, such as the “Meet the Architects” which occurred during the annual Kiwanis pancake breakfast.
    - Public Open House
    - Work Session Updates
    - Email Blasts
    - Press Releases/Public Service Announcements
    - Website Updates
    - On Site Postings
    - Judicial Center Hotline

### Staff

- To routinely update the county staff so that everyone has the same message;
  - The program manager will be the primary source for any Judicial Center information sent to the county staff.
  - The staff will be kept informed by:
    - Staff Memo sent either by email or interdepartmental mail
    - Website Updates

### Interdepartmental

- To facilitate clear and effective communication between various county departments so that the project stays on track;
  - The scope of the Judicial Center’s program overlaps many county departments and agencies. Therefore, a committee of county staff has been assembled to identify issues and opportunities related to the Judicial Center program. The committee will be preparing plans such as communications, security, emergency management, parking, etc. that will ensure that the transitioning process is as timely and cost effective as possible.
  - The committee is chaired by the program manager and will meet on a weekly basis. Agendas and minutes will be kept.
  - Plans and updates will be submitted for approval by the Board of Commissioners and posted on the Judicial Center’s website for the public as needed.
  - The project manager will keep the Board of Commissioners updated as to the committee’s findings at the monthly Work Sessions.

*Adopted by the Board of Commissioners at the April 6, 2010 Meeting*

## **Adjacent Property Owners, Downtown Merchants, Churches, the Legal Community and Municipal Entities**

- To keep adjacent property owners, downtown merchants, area churches, the legal community and municipal entities informed as to the construction status;
  - Notification of the county's downtown neighbors is a critical part of the process, as they will be the most effected during the construction and will also benefit once the building is complete.
  - The project manager will keep the groups informed via the following techniques:
    - In Person Visits
    - Notification Letters
    - Email Blasts
    - Website Updates
    - On Site Postings
    - Judicial Center Hotline

## **The Board of Commissioners**

- To routinely inform the Board of Commissioners about the Judicial Center's progress;
  - The program manager will be available to communicate with the board at their monthly work sessions and seek their guidance on issues.
  - The Board will also receive copies of any memos or emails sent to the county staff and will have access to the Judicial Center web page.
  - Agendas and minutes of the Judicial Center Program Committee will be available to the Board of Commissioners.

## **Media**

- To relay clear, accurate information about the Judicial Center's construction to the media
  - The media will serve an important role in informing the general public about the Judicial Center.
  - The program manager will relay information to the media on an as needed basis through the following mechanisms:
    - Public Open House
    - Work Session Updates
    - Press Releases/Public Service Announcements
    - Website Updates
    - Judicial Center Hotline