



Cibolo Parkway Project

Communications Plan

Summer 2017

Cibolo Parkway Project Communications Plan

The Cibolo Parkway project aims to serve as a major north-south connection between I-35 and I-10 for the City of Cibolo. The project is a tollway that will connect to FM 1103 and will increase mobility and safety, and help address traffic demands and congestion. The project is a public/private partnership between the City of Cibolo and the Texas Turnpike Corporation.

This document outlines the initial strategies of how the project will communicate to local residents and stakeholders through the development and construction of the project. The overall objective is to educate, communicate and keep residents, stakeholders and the public informed throughout all phases of the project.

The goals of the communications plan are to:

- Establish one central voice and resource for project information to the public
- Develop and communicate information to educate and inform the public about the project
- Provide project information in easily accessible modes to make it easy for residents to gain information
- Ensure residents and stakeholders are kept informed about the progress of the project

The communications plan is a working document that will be enhanced and updated as needed throughout the project to ensure successful communications.

Key Project Messaging

Key project messaging will be developed and communicated to residents, stakeholders and the public to educate and inform them of the need for and benefits of the Cibolo Parkway project to local area.

Why the Cibolo Parkway project is needed:

- Cibolo is growing and in need of direct access to I-10 to get to San Antonio and surrounding communities
- Cibolo is increasing tourism and the number of visitors through its new Sports Complex and other EDC efforts, however without increased mobility through direct access to I-10, envisioned economic development may be hindered
- To help foster increased tourism to historic downtown area
- Cibolo needs a major north-south connection for commuting traffic
- Will provide a north-south through fare to decrease emergency response time and not be stopped by rail trains
- The Cibolo Parkway is needed for future growth plans
- The Cibolo Parkway is a way to fund the needed mobility now without taxpayer expense
- The Cibolo Parkway is needed and TxDOT may never be able to fund such a project for Cibolo
- If the Cibolo Parkway is not developed there may not be any other solution for future traffic congestion, mobility and safety as the city grows

Project Brand and Communications Tools

To provide successful project communications a project brand and communication tools will be established. The project brand will start with the creation of a project logo to be used in all communications to help residents and stakeholders recognize information being distributed about the Cibolo Parkway.

Project Logo:



The initial branding tools to be used to communicate project information to the public are:

Project Website: www.ciboloparkway.org

Project Email: info@ciboloparkway.org

Project Phone Line: 210-384-2007

Project Facebook Page: Facebook.com/Cibolo-Parkway-Project-460442290988051/

These resources will allow the public to easily access project information and communicate directly with the project team. The public can access project information through the website, as well as sign up for the project email list, Facebook page, and submit question directly through the website on the Contact Us page. Residents can also contact the project team by emailing the project info email address or by calling the phone line.

The project team will use various modes of communication to educate and keep the public informed about the project. This will include outreach efforts to the community and marketing project information. These efforts will and can include the following:

Project Outreach

The project team will and can do in-person outreach to the community through:

- Hosting public meetings and open house events
- Giving presentations to community stakeholder groups
- Conducting one-to-one meetings with property owners, community leaders, stakeholders and interested residents
- Distributing project information at key community locations and/or major events

Project Marketing Efforts

Efforts to market project information will and can be conducted through the following activities:

- Email campaigns to residents who sign up to the project email list • Project information fliers
- Project newsletters
- Mailings and/or door hangers
- Social media
- Project information marketing videos
- Advertisements
- Articles in community stakeholder newsletters
- Media relations

Communications Plan for Each Project Phase

The Cibolo Parkway will consist of three major phases for construction completion of the project. The three phases are (1st) pre-development, (2nd) design and construction, and (3rd) Cibolo Expressway (FM 1103 enhancements). After the project is completed, a communications and marketing program will be developed and implemented for the operations and maintenance of the project.

Pre-Development (1st Phase)

The pre-development phase of the project will consist of conducting a pre-development study that includes a traffic and revenue study, design and environmental analysis. For this initial phase of the project, it is important to educate the public about the project, the need for the project and project benefits, and establishing communications a relationship between the public and the project.

Communication efforts will include:

- Creating project website
- Project communication tools (email and phone line)
- Project Facebook page
- Establishing a project email distribution list
- Email campaigns
- Regular public meetings and open house events
- Community presentations and meetings
- Project newsletters
- Media relations and project media kit
- Other marketing and advertising efforts

Design and Construction (2nd Phase)

Communications during the design and construction phase of the project will include the communication efforts listed above and also include developing close communication efforts with stakeholders directly impacted by the construction of the project and efforts to develop the project as a key long-term community partner.

❖ 2nd Phase Communications Objectives:

- Continue and increase project communications efforts with residents, stakeholders and the public
- Develop close communications efforts with stakeholders directly impacted by construction
- Establish project as a key long-term community partner

FM 1103 Enhancements (3rd Phase)

The current plan for the third phase of the project will be the development, design and construction of enhancements to FM 1103, that would occur after TxDOT has completed their improvements. We will work closely with the city and residents to identify, develop, design, and construct those road amenities / enhancements that are the best for the city.

❖ 3rd Phase Communications Objectives:

- Work with city and local area residents to develop the best enhancements for the project
- Continue communications of project information to the public

Cibolo Expressway Overpasses (4th Phase)

The plan for the fourth phase of the project is for the development of the Cibolo Expressway Overpasses. At a future date (not yet determined), the city may seek development of the Cibolo Expressway Overpasses. The communication plan will then be to work with the city to identify determine the scope of the project, then develop, design and construction those improvements. We will work closely with the city and residents to communicate the proposed Cibolo Expressway Overpasses.

❖ 4th Phase Communications Objectives:

- Work with city and local area residents to identify and develop the Cibolo Expressway Improvements
- Continue communications of project information to the public

Cibolo Parkway Operations

A communications and marketing program will be developed for the operations and maintenance of the Cibolo Parkway to be implemented at the opening of the parkway.

- Key Communications Objectives for Parkway Operations
- Educate drivers on how to utilize the parkway and tolling information
- Market the Cibolo Parkway to local residents and visitors to Cibolo
- Communicate project information
- Continue to be a valued long-term community partner

Immediate Communication Efforts (June to August 2017)

The initial communications efforts and activities that have been and will be conducted through August 2017 include the following.

Summer Communications Activities:

June 2017

- Created project logo
- Created and disseminated project information door hanger to key areas of the city ▪
Created project information flier and FAQs

July 2017

- Created project website
- Created project email and phone line
- Created project Facebook page
- Started corresponding with residents and answering questions from the public
- Started project email list
- Presented to City Council Workshop
- Media relations with reporters to correct inaccurate project information reported to the public
- Coordination of first project public meeting and open house event ▪ Developed project need and benefits messaging

August 2017

- Market project information, need and benefits
- Advertise first public meeting and open house event
- Create project need and benefits advertisements
- Social media campaign of project need and benefits messaging
- Expand project website information
- Create project media kit
- Conduct public meeting and project presentation on August 10
- Start meeting with key community groups and stakeholders ▪ Gather project advocates and support

Actions planned for future ongoing communications will be developed and presented to the city as needed.

Summary

This is the initial communications plan for the Cibolo Parkway project. The communications plan and efforts will continue to be developed throughout each phase of the project. Efforts will include action plans for future communication efforts and deliverables, and summary reports of all communications activities. It is the Cibolo Parkway's intentions to develop open and frequent communications with local residents and stakeholders. We are happy to be partnering with the City of Cibolo to help with increasing mobility and economic development and we look forward to being a valued long-term stakeholder and partner in Cibolo.