

Road Construction Communication Working Plan

Purpose

The City of Toledo's road construction communication plan ensures residents, businesses, commuters, and partner agencies receive **early, clear, and consistent information** about road work—before, during, and after construction.

Because **major arterial corridors and residential streets impact people differently**, the City uses **two complementary communication tracks**:

- **Residential road communication**, focused on direct household notification and day-to-day impacts
- **Major roads communication**, focused on businesses, commuters, freight, and regional mobility

Both tracks are aligned around early awareness, predictable milestones, and clear expectations.

Guiding Principles

- **No surprises:** Stakeholders should hear about construction well before it begins.
 - **Early and repeated notice:** One message is never enough.
 - **Right audience, right tool:** Businesses and commuters need different information than residents.
 - **Predictable cadence:** People should know when to expect updates.
 - **Transparency builds trust:** Explain not just *what* is happening, but *why*.
-

Phase 1: Long-Range Awareness & Advance Planning

(Major Roads Focus)

Major road projects are first communicated **years in advance**, recognizing their regional impact and complexity.

Long-Term Visibility

- Major road projects are listed on the City's website multiple years ahead of construction
- This allows businesses, institutions, and regional partners to anticipate future impacts and plan accordingly

Early Business Outreach (Begins Year Prior)

For major corridors, **direct business outreach begins at least one year in advance** of construction.

Key Milestones

- Businesses along the corridor receive mailed invitations to:
 - A **spring planning meeting (1 year out)**
 - A **fall planning meeting (6 months out)**
- Meetings focus on:
 - Construction phasing and timing
 - Access planning
 - Lessons learned from prior projects
 - How businesses can prepare and communicate with customers

Business Planning Guide

- A construction planning guide is shared with corridor businesses
- The guide outlines:
 - What to expect during construction
 - Best practices for customer communication
 - Where to get updates and support
 - How the City will communicate throughout the project

This phase ensures major road stakeholders are engaged **before final construction details are set.**

Phase 2: Program Launch & Early Awareness

(Residential + Major Roads)

Residential Roads: Pre-Construction Postcards (January)

In January, postcards are mailed to **every property address within a planned residential construction zone.**

Purpose

- Early first touch with residents
- Prevent surprise
- Provide information without requiring residents to seek it out

Postcard Includes

- Project-type-specific overview of what to expect
 - General timing window
 - Where to find more information
 - Link/QR code to a pre-construction survey for feedback and questions
-

Citywide Roads Program Announcement

The City announces the annual roads program through:

- A media release
- Coordinated social media content

Purpose

- Establish transparency around citywide investment
- Reinforce that construction planning is intentional and data-driven
- Direct the public to a central source of information

Consideration

This announcement often generates new road condition concerns from residents whose streets are not included in that year. Messaging will clearly explain:

- How projects are selected
 - Where residents can report concerns
 - How future projects are evaluated
-

Central Road Construction Landing Page

All early communications link back to a **dedicated road construction landing page**, which serves as the single source of truth.

Features

- Interactive map of all projects (residential and major roads), sortable by project type
 - Detailed project pages
 - FAQs
 - Educational videos and webinar recordings
 - Links to:
 - Roads-focused Facebook and Nextdoor pages
 - Weekly major roads email newsletter
 - Text alert sign-ups
-

Phase 3: Partner & Service Coordination

(Residential + Major Roads)

The City proactively shares construction plans and maps with:

- TARTA
- Republic Services

- Toledo Public Schools
- Washington Local Schools

Purpose

- Anticipate and reduce service disruptions
 - Align routing, schedules, and messaging
 - Ensure partners can communicate accurately with their audiences
-

Phase 4: Education & Expectation-Setting

(Residential + Major Roads)

Educational Content

Ahead of construction, the City shares educational content explaining:

- Common construction phases
- Why work happens in a specific order
- Expected disruptions and duration
- How weather and utilities affect timelines

Goal

Build understanding so residents, businesses, and commuters feel prepared rather than surprised.

Phase 5: Pre-Construction Notifications

(Residential & Major Roads – Distinct Tactics)

Residential Roads

- Temporary signage posted on residential streets **one week before construction**
- Kickoff door tags placed **5–7 days before work or tree removal begins**

Door tags outline:

- What's starting
 - Short-term impacts
 - Where to find updates or ask questions
-

Major Roads

- Advance signage posted on major corridors **one week before construction**
- Press release announcing closures and traffic pattern changes, shared via:
 - Roads social channels
 - Twitter/X
 - Nextdoor

Business-Facing Tools

- Business cards distributed to corridor businesses with:
 - Website link
 - QR code
 - Social and email sign-up information

These cards allow businesses to easily direct customers to accurate, up-to-date information.

Phase 6: Active Construction Updates

(Residential & Major Roads)

Residential Roads

Additional door tags are placed at key milestones:

- Phase changes
 - Water service line tie-ins or lead service line replacement
 - Curb and driveway work
 - Project completion and restoration
 - Tree replanting
-

Major Roads

- **Weekly email update throughout the construction season**, sharing:
 - Progress updates
 - Lane closures
 - Traffic pattern changes
 - Upcoming milestones

Updates are coordinated across:

- Email
 - Social platforms
 - Website updates
 - Media (as warranted)
-

Phase 7: Completion & Reinforcement

(Residential & Major Roads)

Final communications confirm:

- Construction completion
 - Restoration status
 - Tree replacement (if applicable)
 - Where to report remaining concerns
 - Post-construction feedback survey
-

Outcomes & Measures of Success

- Reduced surprise and frustration at construction start
- Increased early engagement from residents and businesses
- Stronger business preparedness along major corridors
- Fewer service conflicts and miscommunications
- Increased use of centralized digital resources
- Improved understanding of why and how construction occurs