



Engineering Services Committee Meeting

Meeting Date: September 30, 2025

Broad Street Improvements Project

TIA Project Number: RC07-000107 / PI#0011382

Public Relations & Communication Services

File Reference: 25-014 (T)

Department:	Engineering & Environmental Services
Presenter:	Dr. Hameed Malik, Director
Caption:	Receive as information Emergency procured Public Relations & Public Communication services in amount of NTE \$315,000 for TIA funded Augusta Downtown Broad Street Improvements project. /AE
Background:	TIA Broad Street Improvements construction is in progress. Road segments between 15th Street & 13th Streets, and 9th Street & 8th Street presently are in active construction and work will soon commence between adjacent segments. It requires travel lanes closure, traffic routing, and maintaining access to business & other facilities, managing on road parking and directional messaging. Given the magnitude of construction activities and its daily impact to surrounding business, having continuous public relations and communication plan (PR & C) and its effective implementation is critical and warranted. For the past year PR & C was carried by AE internally. However, this year, construction shifted to Broad Street improvements, which is the heart of Augusta Visitor's Destination and Downtown Business District; therefore, it is not feasible to maintain the needed PR &C using internal workforce. In addition to Augusta Commission feedback, after discussing the matter with Georgia Department of Transportation TIA Program Management Team (GDOT) and key stakeholders (such as Augusta Chambers, Downtown Development Authority, Destination Augusta), seeking PR & C professional firm service is the only effective timely option since roadway improvements construction is in progress and work has already started at the Broad Street business corridor.
Analysis:	Continuous daily & weekly communication informing corridor business owners & operators, and stakeholders is warranted immediately. Augusta Engineering (AE) does not have internal resources to carry out such functions alongside management & monitoring of the actual construction work. Hence, outsourcing such services is an effective approach. Such a firm will serve as an extension of AE downtown TIA construction program & project delivery team. Since road improvements construction is in progress,

engagement of PR & C specialized services firm in timely manner is urgent need to minimize potential delays in construction due to lack of effective communication. These services are funded by the GDOT through downtown TIA project construction funds.

Financial Impact: Broad Street Project TIA Funds

Alternatives: N/A

Recommendation: Receive as information Emergency procured Public Relations & Public Communication services in amount of NTE \$315,000 for TIA funded Augusta Downtown Broad Street Improvements project. /AE

Funds are available in the following accounts: (\$315,000) 371041110-52.12999 / T15040107-52.12999 - Project TIA Funds

**REVIEWED AND
APPROVED BY:**

HM/sr