



MEDINA, WASHINGTON

AGENDA BILL

Monday, June 10, 2024

Subject: Public Works Project Communication Plan

Category: City Council Business

Staff Contacts: Ryan Osada, Public Works Director and Stephen R. Burns, City Manager

Summary

At the May 13 Medina Council Meeting, Council directed staff to create a communication plan to educate residents of any upcoming Public Works projects.

Specifically, the Council requested – “ *city staff to work on a communication plan for upcoming Public Works projects with two main components: road closures and design renderings.*”

Public Works projects that are highly visible or take place in highly traveled roadways of the City of Medina, the following plan is proposed:

Public Works Communication Plan

1. City staff will create a Public Works Project page for large or impactful projects on the city’s website. Include timeline, project specifics, cost, and renderings.
2. City staff will send out project details (messaging) to the community two weeks, one week, and one day prior to start of project through the city’s electronic communications system GovDelivery, as well as the city’s social media platforms (Facebook, X, and Nextdoor Medina).
3. Public Works staff will post a Variable Message Sign (VMS) near job site one month prior to project. The VMS should direct citizens to the city’s website for more information and include the Public Works Director’s contact information. The VMS signs will be onsite until completion of project.

The Public Works Project Communication Plan meets and supports Council priorities 1, 2, 3, and 4.

Council Priorities:

1. Financial Stability and Accountability
2. Quality Infrastructure
3. Efficient and Effective Government
4. Public Safety and Health
5. Neighborhood Character and Community Building

Attachment

None.

Budget/Fiscal Impact: - Renderings are approximately \$500 per project using Capital Funds.

VMS signs to be added to vendor contract with the expected passthrough cost to the City of \$1500 per month using Capital Funds

Recommendation: Discussion and approval.

City Manager Approval:



Proposed Council Motion: “I move to approve the proposed Public Works Project Communication Plan as presented.”

Time Estimate: 15 minutes