

Overview of Public Communications Plan

Major traffic restrictions will result from accelerating roadwork at key intersections and along roadway corridors along the Valley Line West alignment. A proactive public communications plan will help increase broad awareness of upcoming traffic restrictions along with alternative traffic routes for commuters, residents and patrons accessing local businesses. Below is an overview of some of the key communications tactics the City and MIP will use to share information.

Tactic	Target Audience	Description	Timeframe
Media Availability	Edmontonians including commuters, residents and businesses	Providing the media with proactive notice about upcoming traffic restrictions will help with broad dissemination of information.	March/April June/July August/September
Road Signage	Commuters, residents and business patrons using impacted roadways	Proactive road signage near key intersections and along impacted roadway corridors outlining upcoming traffic restrictions and alternative routes.	March/April June/July August/September
Business Wayfinding Signage	Patrons looking to access local businesses	Where applicable, additional wayfinding signage will help customers access businesses.	March/April June/July August/September
Proactive outreach with local businesses	Business owners and tenants	Sharing information in advance with business owners and tenants will help businesses (and their customers) be aware of upcoming restrictions and alternative routes/accesses.	March/April June/July August/September
Potential social media and/or radio campaign	Social media users and private vehicle commuters	A social media campaign and/or radio campaign will support broad information sharing.	March/April
Subscribers (those who have signed up to receive construction updates)	Subscribers	Construction bulletins sent to project subscribers who have signed up to receive information about construction impacts.	Spring-Fall, as required
Messaging on ETS buses and/or in transit spaces	Transit riders	Messaging on ETS communications channels will help with broad sharing of information.	March/April
Councillor Toolkit	Councillors and respective constituents	A toolkit will be prepared for Councillors so they can share information with their constituents.	March/April