

Communications tactics used for construction projects

Some of the tactics listed below may be repeated for each asset, as Administration provides a cross-channel approach, to ensure that impacted businesses and residents are aware and informed of any potential impacts.

Approach	Communication Tactics
City Wide (Broad)	<ul style="list-style-type: none"> • Building Edmonton Capital Project Website (current major infrastructure): This platform was developed to help inform residents, businesses and Council about planned infrastructure projects across the city. It is a snapshot of current major infrastructure projects in concept, design or in delivery by the City. • Public Engagement and related materials: The Public Engagement process includes a mix of materials for public information and feedback. • Social Media: Informs the public of upcoming work, road closures and traffic detours via Twitter, Instagram, and Facebook. • Media: Various media outlets are leveraged for significant milestones or emergent or major closures, and to promote engagement sessions (e.g. radio, tv, etc.).
Project Specific (Targeted)	<ul style="list-style-type: none"> • Project website: Provides an up-to-date project status, including information such as project history and any public or stakeholder engagement events that are planned or have taken place. • Public Engagement and related materials: The Public Engagement process includes a mix of materials for public information and feedback. • 311 contact centre: 311 representatives receive regular updates to answer inquiries from Edmontonians related to project status, items of awareness and primary contact information. • Onsite and surrounding area construction signage: Provides Edmontonians with key information including closures, detours, and other potential disruptions. • Bulletins: Direct mail provides businesses and residents with the most critical information related to the project including closures, detours, and key project information • Project email and telephone number: Provides businesses and residents direct point-of-contact for projects of interest, which can be found at information sessions/public engagement events, on edmonton.ca and on-site signage.
Blended (Both)	<ul style="list-style-type: none"> • Local road signage: Informs residents of work happening in their area • Community boards/newsletters: Used to inform residents of the project status, pre-construction, during and post • Subscriber list: Provides residents an opportunity to be added to an email list where they can receive project updates via email, directly from the project manager.

The Building Edmonton capital projects platform provides residents and businesses with the critical and relevant information on the major projects happening in the city, while the Traffic Disruptions Map helps residents better navigate around the construction.

Additional communications tactics may include, but are not limited to the following:

- Providing updates on Transforming Edmonton blog posts
- Providing media availability on job sites, or providing a spokesperson for an interview, comment or statement
- Leveraging channels available to us through our building partners (social media, websites, stakeholder groups, etc.) to provide project updates
- Communications through stakeholder engagement (leveraging relationships with third-party interest groups such as the Downtown Business Association)
- Project communications through local influencers
- Proactive media pitches and news releases
- Posting live website alerts
- Providing project updates to working groups with key stakeholders
- Participating in a podcast