



PLANSOURCE

professional planning services



For more information on
Parsons Brinckerhoff
please contact:

Becky Blatnica, AICP
Lead for Inquiries
Phone: (281) 589-5956
blatnica@pbworld.com
www.pbworld.com

KATY FREEWAY RECONSTRUCTION PROGRAM: PUBLIC INVOLVEMENT

The Texas Department of Transportation (TxDOT) is tasked with the responsibility of coordinating the Katy Freeway Reconstruction Program to assure that the needs and concerns of all impacted entities and the public are addressed. TxDOT retained a General Engineering Consultant (GEC) to assist with coordination of Program Implementation.

On January 7, 2000, Parsons Brinckerhoff entered into a professional services agreement to serve as the GEC for the Program. The GEC provides services normally provided by the District to oversee the efforts of the Section Design Consultants (SDCs), with the exception of right-of-way acquisition and contract administration of the SDCs.

The GEC is the direct point of contact for coordinating SDC activities. The selected GEC is a team of Parsons Brinckerhoff (PB) professionals, along with two subconsultants, dedicated to this specific program and who perform their duty as an extension of the District.

The GEC service is divided into two on-going phases: design management and construction oversight.



PLANSOURCE

professional planning services

- 2 -

The Public Information and Communication Program (PICP) was a critical component of the construction phase implementation of the \$2.8 Billion Katy Freeway Reconstruction Program – the largest freeway reconstruction program ever performed in the State of Texas.

PB was responsible for establishing a reliable point of contact for all members of the public, including the media, to retrieve accurate and up-to-date information about the Katy Freeway Reconstruction Program.

The Katy Freeway Public Information Officer (PIO) served as the manager of the effort and the principal contact person to receive, direct, coordinate, and disseminate appropriate information regarding the program.

The objectives of the PICP were to:

- Make relevant information about the current and upcoming construction plans and sequencing available to the public.
- Establish and maintain a good rapport with the community to keep them apprised of construction activities, lane closures, and route detours so they can better plan their travel to mitigate traffic impacts from roadway construction.



PLANSOURCE

professional planning services

- 3 -

- Serve as a clearinghouse to: receive and respond to public questions, concerns and complaints; centralize communications; and effect change, improvements and coordination of activities to address issues and concerns raised by the public.
- Coordinate internal and external communication relative to the various aspects of the program affecting public perception and understanding about the reconstruction program.
- Develop positive and reciprocally beneficial relationships with the news media

Community Outreach tools employed to meet these objectives included:

- the establishment of a Katy Freeway Public Information Office,
- the development and maintenance of a public website,
- the execution of a Media and Public Relations Program,
- the development of informational materials,
- community and agency coordination,
- and special events and coordination activities.