

## Document Release Notice

<b>Document Number:</b>	PI-03	<i>Stakeholder Communications</i> <del>Media Relations &amp; External Communications Process</del>	
<b>Current Revision #:</b>	1	<b>Type of Change:</b>	<input checked="" type="checkbox"/> REVISION <input type="checkbox"/> ORIGINAL RELEASE <input type="checkbox"/> OBSOLETE
<b>New Revision #:</b>	2	<b>Document Type:</b>	QMS Document - PI    Choose from Drop Down Menu - left
<b>Date Submitted:</b>	8/25/2009	<b>DRN Number:</b>	<i>DRN 10030</i>

**Summary of Proposed Changes:**

- Include paragraph numbers or other references & attach a copy of the new or revised documents)
- For new documents, indicate "Original Release"

3.5 change Team to Staff; 7.5 replace manager with department, change 30-day to 6-week, add the phrase "who then provides the calendar to the", remove government affairs department and assistant executive director, remove NTTA as descriptor.

**Reason for New Release / Revision / Obsolescence:**

corrections to accurately reflect process

**Required Signatures:**

Title:	Printed Name	Signature	Date:
Originator	<i>M. Leigh Hornsby</i>	<i>[Signature]</i>	08/28/09
Process or Content Owner	Leigh Hornsby (Alt - Holly Becka)	<i>[Signature]</i>	09/17/09
Assistant Program Manager	Micki Ellis (Alt - Steve Knobbe)	<i>M. Ellis</i>	9/24/09
Department Director	Elizabeth Mow (Alt - Mark Bouma)	<i>Elizabeth Mow</i>	9-25-09
Quality Manager	Peter Claypool (Alt - Micki Ellis)	<i>Peter Claypool</i>	9/25/2009
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Resource: Public Involvement	Revision <sup>1</sup> Issue Date: 07/10/2008	3 pages
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**1.0 PURPOSE:**

The purpose of this procedure is to define the process for public involvement and responsibilities within the stakeholder communication process.

~~**2.0 GUIDING PRINCIPLE:**~~

~~All North Texas Tollway Authority (NTTA) project communications shall comply with the NTTA *Project Communications Manual* and the procedures established herein.~~

**3.0 RESPONSIBILITIES:**

- 3.1 Assistant Executive Director (AED) of Project Delivery and Director of Project Delivery – The assistant executive director shall be responsible for signing letters of initial contact to stakeholders and introducing the corridor manager in those letters. The director of Project Delivery shall oversee the daily operations associated with corridor management.
- 3.2 Public Involvement (PI) Manager – The public involvement manager shall be responsible for overseeing the public involvement staff and maintaining/sending out the communications calendar.
- 3.3 Project Communications Manager – The project communications manager shall be responsible for verifying that Project Delivery staff members are following the stakeholder guiding principles and overseeing the creation of universal presentations for public consumption.
- 3.4 Corridor Manager (CM)/Project Manager (PM) – The corridor manager or project manager shall be responsible for keeping public Involvement representatives updated on project milestones.
- 3.5 Public Involvement ~~Team~~ <sup>Staff</sup> – The public involvement ~~team~~ shall be responsible for supporting the project communications manager and public involvement manager in stakeholder relations efforts described herein.

**4.0 SCOPE/APPLICABILITY:**

This procedure shall apply to all NTTA projects and corridors.

**5.0 REFERENCES:**

- *NTTA Project Communications Manual*

**6.0 DEFINITIONS & ACRONYMS**

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**7.0 PROCEDURES:**

- 7.1 NTTA Project Delivery staff and consultants shall work with the public involvement department for all PowerPoint presentations for government, public, and stakeholder meetings, i.e. no presentation shall be prepared for government, public or stakeholder meeting without public involvement staff participation. A public involvement/communications representative shall be appointed to each corridor manager or project manager. The public involvement representative shall assist the corridor manager or project manager in the development of presentation materials. The public involvement manager shall work with the project communications manager to approve all presentation materials. Corridor/project managers and Project Delivery staff shall make all presentation materials universal. Presenters shall work with their public involvement representative to ensure that information presented in public settings is appropriate for the stakeholder group and not overly technical.
- 7.2 The public involvement manager shall attend corridor/project manager meetings. Public involvement representatives shall meet periodically on an as-needed basis with their specified corridor manager or project manager to keep abreast of changes and milestones associated with the project.
- 7.3 The project communications manager shall contact the NTTA executive office and the government affairs department when controversy is imminent.
- 7.4 Individual stakeholder relations including city and county staff, residents, business owners, and additional affected property owners, shall be managed by the corridor manager or project manager in cooperation with the designated public involvement representative. The public involvement representative shall be responsible for creating and maintaining a stakeholder database and working cooperatively with the public involvement manager and project communications manager to notify them of potential issues.
- 7.5 The public involvement ~~department manager~~ shall submit a weekly ~~6-week~~<sup>30-day</sup> outlook calendar of upcoming meetings and presentations to the project communications manager ~~who then provides the calendar to the, the government affairs department, assistant executive director,~~ director of project delivery, the NTTA-communications director, the program manager, deputy program manager, and general engineering consultant manager.
- 7.6 Any letter of initial contact to a stakeholder regarding a corridor outreach initiative shall be signed by the assistant executive director, who shall introduce the corridor manager or project manager within the text of the letter. The letter shall be on NTTA letterhead or from an NTTA e-mail address.

**8.0 REGULATORY REQUIREMENTS:**

N/A

**9.0 RELATED BOARD POLICY:**

N/A

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**10.0 COMPONENT DOCUMENTS:**

N/A

**11.0 REVISION HISTORY:**

Revision	Revised by:	Date Issued	Reason for Revision
0	Leigh Hornsby	06/05/2008	Original Issue
1	Leigh Hornsby	07/10/2008	Added section 7.3

**12.0 FLOWCHART:**

N/A

Edis

• Remove paragraph 2.0

• UPDATE TO NEW  
Template

Per Peten