

 <p style="text-align: center;"><b>INTEROFFICE POLICY</b></p>	<b>INTEROFFICE PROCEDURE APPLICATION: All Employees</b>		
<b>TITLE:</b>  <b>Community Engagement</b>	<b>EFFECTIVE DATE</b> 09/04/2018	<b>SUPERSEDE</b>	<b>POLICY NUMBER</b>

**DIRECTIVE**

The purpose of this policy is to formalize community engagement processes that have been in place for years and to provide clear direction to staff on how and when to engage with the community regarding Washtenaw County Road Commission (WCRC) road improvement projects.

**GOAL**

It is WCRC’s goal to continue to engage with the community, including elected officials.

This policy and procedure will clarify specific community engagement tactics related to a road improvement project, determined by the project’s scope/scale.

**REPRESENTATIVES**

The managing director, director of engineering, director of operations and communications manager will work with Board of County Road Commissioners of the County of Washtenaw and the community to develop, implement and evaluate the effectiveness of this policy.

**PRINCIPALS**

- Provide as much information as possible.
- Share project information on WCRC channels in a timely and professional manner.
- Respond to community inquiries about specific projects in a timely and professional manner.
- Communicate consistently about projects of comparative scope/scale.
- Strive for continuous improvement in all community engagement.

## **PROJECT SCOPE DETERMINATION**

WCRC will categorize projects into three different tracks based on the following criteria:

- Project cost
- Type of work
- Duration of road closure
- Environmental impact (such as degree of tree removals)
- Other special circumstances determined by WCRC

The level of community engagement will be determined by the track the project fits into (see community engagement procedure chart).

## **COMMUNICATION CHANNELS**

WCRC staff will use a variety of channels to engage the community depending on which track the WCRC road construction project fits into.

The current channels available to WCRC include:

- Project webpage within [wccroads.org](http://wccroads.org)
- Email updates
- Weekly road work updates
- Social media
  - Facebook and Twitter
- Media advisories
- Public meeting(s)
- Mailings
- Electronic sign boards

External channels that may share information related to road construction include:

- Township newsletters and meetings
- Community groups
- Local print and electronic media