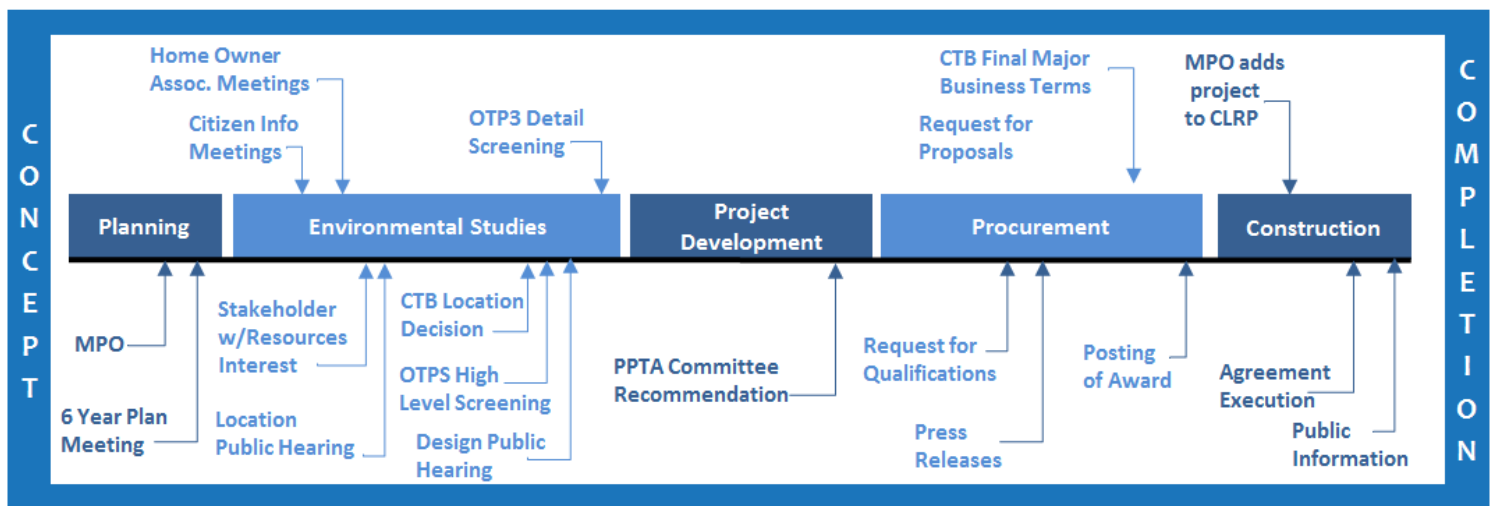


The Virginia Office of Transportation Public-Private Partnership (OTP3) is committed to continually improving public communication and outreach efforts through transparent communication of our program. Even though the PPTA was adopted in 1995, Virginia's P3 program is still a relative new concept to the general public. Considering this, it is imperative that clear, consistent communication is part of the standard operating process for all current and future P3 projects. It is important that stakeholders are aware of what projects are about, what they cost, how the environment is affected, and most importantly, how it will affect the day-to-day lives of Virginia's citizens.

CONTINUOUS OPPORTUNITIES FOR PUBLIC INVOLVEMENT



PUBLIC OUTREACH TO STAKEHOLDERS

There are several audiences that are stakeholders in P3 projects each with unique concerns and interest levels. The OTP3 conducted a recent study to get a better understanding of these audiences and evaluate public outreach used by other P3 organizations. The evaluation revealed the following groups as stakeholders and are part of the OTP3 Outreach plan:



Elected Officials



General Public



Business Community



Community Associations



P3 Business Partners

Guiding principles for P3 public outreach



- Transparent Communication
- Educate and Inform
- Consistent Messages
- Encourage Feedback
- Easily Understood
- Fact-based