

**ACEC  
Briefing  
On  
Virtual  
Meeting  
Presentations**  
**March 30, 2022**

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Secretary

Carrie Lavallee, Highway  
Chief Engineer

Amy Getchell, Highway

Katy Zazzera, MBTA

# Agenda

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Update on Status of OPEO at MassDOT/MBTA

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Roles Revisited

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Observations & Feedback

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New Templates – guidance on scripts and SOPs

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Summary of Needs

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Tips from recent experience

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Best Practices – links to premier examples

# Observations & Feedback – Process

- Confusing Templates
- Script writing an effort
- Lots of editing on Graphics
- Lack of clarity on roles
- Too many rehearsals
- Need extra consultants' staff on hand – just in case

***Whether virtual or in-person and especially for hearings, presentations are project deliverables and must comply with the accessibility policies and laws.***

# UPDATE

LOADING...

## Virtual Meeting Process Update

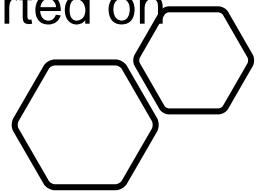
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- New OPEO office and Staff in Shared Services – PM support and to remove barriers to participation in our project meetings
- Accessible services research with a goal to have consultants focus on the technical aspects of projects
- **Public project meetings will stay entirely virtual until July 15.** After the 15<sup>th</sup> meetings have the option of hybrid ***but will always have a virtual component*** for better attendance and participation. If hybrid, the virtual meetings will precede in-person occurrence.



## The New Office of Public Engagement and Outreach (OPEO)

- One Full Time Manager – Annie Arguello from Florida started on March 28
- Two Full Time Staff – Charlene and Janathan
- One Full Time Coop from WIT – Van is focused on automating practice and analyzing performance data
- ***10-12 Producers from four departments (six of which are PMs). From Highway, Audit, ODCR and OTP***



# Roles Revisited in Virtual Public Meetings – PMs & MassDOT Staff

- **Producers:** manage dry runs (presentation deck review and dress rehearsals); provide producer slides to consultant in advance of meeting; send all materials to translators and stenographer days in advance of meeting; and, provide everyone with personal links to all meetings.
- **OPEO staff:** support PMs and Producers in preparing for dry runs by conducting research on accessibility needs and preparing Producers for deck reviews.

Several roles: stepping into different shoes





# Notable OPEO Process Changes

Specifically, OPEO staff:



1. Support PMs in advance planning for meetings and hearings, OPEO staff coordinates key players (PM and consultants) to identify issues, and support producers to scheduled practice sessions
2. Work with Engage and ODCR to identify **All** accessibility needs prior to rehearsal (consultant only need to secure the identified services)
3. Produce select daytime stakeholder meetings
4. In the future, they will identify and coordinate critical accessibility needs prior to rehearsals with impacted populations.

# Roles Revisited in Virtual Public Meetings – PMs & MassDOT Staff

- **The PM is the FACE of MassDOT!** And as such the **PM**: owns presenting the deck; is responsible for acknowledging and announcing Public Officials to speak at meetings; and, assigns responses to ALL questions to Panel as rehearsed.
- **Consultants:** support PMs in preparing accessible presentation decks/graphics; securing translators and CART, ASL services, PM secures stenographer if it's a hearing; and responding to Q&A as directed by PM.





# Roles Revisited in Virtual Public Meetings - Consultants

- Provide MassDOT/OPEO staff with all relevant data – stakeholder information from previous meetings
- Use your time to provide a public friendly presentation and develop creative approaches to engaging the public (e.g., polls) rather than spending time to staff meetings and rehearsals
- Depending on size and complexity of project a consultant will co-host the event;  
**answer questions ONLY as directed by the PM**



# Roles Revisited in Virtual Public Meetings – Consultants (continued)

- Obtain the most recent highway PPT templates from the PM – do not store on your desktop (templates are updated regularly)
- Only write out notes for the technical slides you prepare and send to the PM – they have a script for everything else
- Review (not generate) flyers and assist as directed in distributing flyers; notices; information documents – electronically and traditionally and assist in securing accessibility services





# Direction on Presentation Graphics

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- Follow accessibility requirements – it is not only a policy but a law (tips provided here)
- **Do not be fancy** and it is not necessary to have a graphics department or public engagement staff to draft
  - ***Simple images work well, small file size***
  - If using CAD turn off unnecessary layers – add key
  - Engage a D/M/WBE if needed – contact ODCR for assistance
- Do not develop ROW, Producer slides or Comment Slides

# Why One Consultant at Meetings?

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- Large Panels are confusing for the public and problematic during Q&A
- Save time and money to focus on delivering the design not managing the meeting
- The PM from the Consultant is the best person to attend the meeting
- In the unlikely event there is a technical question the consultant cannot answer, similar to MassDOT/MBTA PM the response is:

***“Great question, please submit it in writing, and we will get back to you!”***




# New Templates & Process -MassDOT

1. The Template is a guide. It has detailed instructions for use and accessibility requirements. Always obtain template from PM
2. ROW and Producer slides will be completed by MassDOT staff
3. Outreach slide needs to have all issued notices and previous actions (virtual and traditional, state and local)
4. Use project related images for all cover slides and adapt slides to fit project and meeting purpose
5. Follow Tips and samples for technical slides



# New Templates & Process - MassDOT



## Placeholder for Event Title

What is happening?

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How will this affect you?


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When


Attend

[DATE]  
[TIME]

[www.mass.gov/massdot-highway-design-public-hearings](http://www.mass.gov/massdot-highway-design-public-hearings)




Please note this meeting will be transcribed by a stenographer.  
Visit [www.mass.gov/massdot-highway-design-public-hearings](http://www.mass.gov/massdot-highway-design-public-hearings) for more information.




This meeting is accessible to people with disabilities and those with limited English proficiency. MassDOT provides reasonable accommodations and/or language assistance free of charge upon request, as appropriate. To request accommodation or language assistance, please contact [MEETING ORGANIZER'S NAME] by phone [PHONE NUMBER], fax [FAX NUMBER], relay 7-1-1, or by email [EMAIL ADDRESS]. Requests should be made as soon as possible prior to the meeting, and for more difficult to arrange services including sign-language, CART or language translation or interpretation, requests should be made at least ten business days before the meeting.

Project inquiries may also be emailed to [DOTHighwayDesign@dot.state.ma.us](mailto:DOTHighwayDesign@dot.state.ma.us)  
Please submit any written statements regarding the proposed undertaking to: Carrie A. Lavallee, P.E., Acting Chief Engineer, MassDOT, 10 Park Plaza, Boston, MA 02116, Attention: [PROJECT DEPARTMENT], PROJECT FILE NO. [FILE NO.]

Print Flyer Template Instructions



## Sumner Tunnel Centennial Restoration Project



### What is happening?

Built in the 1930s, the Sumner Tunnel is the first traffic tunnel in Massachusetts and one of the oldest in the nation. Now, after nearly a century of service, it's time for an upgrade. To complete this work, we will need to close the tunnel – first on weekends and then full time – from Spring 2022 to Fall 2023, with additional weekend closures through the end of the year. We are committed to reducing the impact of this project on commuters and local communities.

Spring 2022 – Spring 2023 Weekend closures	May 2023 – Sept 2023 Full closure	Fall 2023 – Winter 2023 Weekend closures
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### Why a restoration?

The Sumner Tunnel is well beyond patches and repairs: the only way to keep it in service is with a top-to-bottom restoration. Corrosion and wear-and-tear have deeply impacted wall panels and gutters. There's exposed rebar on the ceiling, and even after resurfacing, pavement conditions are poor. This restoration will provide many public benefits including improved tunnel safety, a smoother, more durable roadway surface, new lighting and security systems, and better cell phone, GPS, and radio service inside the tunnel. With this work, we expect to keep the Sumner Tunnel in service for another century or more.

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01

Info Sheet Template Instructions



## Frequently Asked Questions

### Why is the Project happening now and who is paying for it?

MassDOT has scheduled this project to balance overlapping regional construction projects and funding. By 2016-2017, MassDOT had identified that the Sumner Tunnel would need restoration. At the same time, the Tobin Bridge/Chelsea Curves Project and the North Washington Street Bridge Replacement Project both had secured funding, completed design, and were ready for construction to advance. To minimize overlapping impacts to the community and commuters, this project was delayed until completion of the other two. The Project has an estimated construction cost of \$135 million. Federal Highway Administration will fund 80% of the construction cost and MassDOT will fund the remaining 20%.

### Given the age and condition of the tunnel, is it still safe to travel through?

The tunnel remains safe to travel through and is monitored consistently by MassDOT. At nearly 100 years old, the tunnel has structural and functional deficiencies. To ensure ongoing safety, any maintenance activities needed to keep the tunnel safe and open to travel will continue until the restoration begins.

### What are the benefits of the project?

There are many benefits, including but not limited to: an extended lifespan for the tunnel, structural safety improvements, new lighting and security systems, smoother roadway surfaces, and the opportunity to upgrade technology to provide better service for GPS navigation, cell phones, and communications systems.

### Why will there be so many weekend closures and a 4-month closure?

The closures are necessary to minimize safety risks to tunnel workers and the traveling public. With the work we have to get done, there simply isn't enough room inside the tunnel to provide a safe workzone and safe travel lanes. Compared to only night-and-weekend closures, closing the tunnel for one 4-month stretch will accelerate restoration activities: minimizing the length of disruptions to the neighborhoods, businesses, and road users, and providing consistent, predictable detours.

### While the tunnel is closed, what will be done about emergency services?


The Project will coordinate all closures with Boston Fire, Police, and EMS. Emergency services will use the Ted Williams Tunnel, which is not anticipated to add any additional travel time. If a construction emergency occurs inside the tunnel, specific response plans will be in place to allow access for first responders.

Version 1.0 06/16/21

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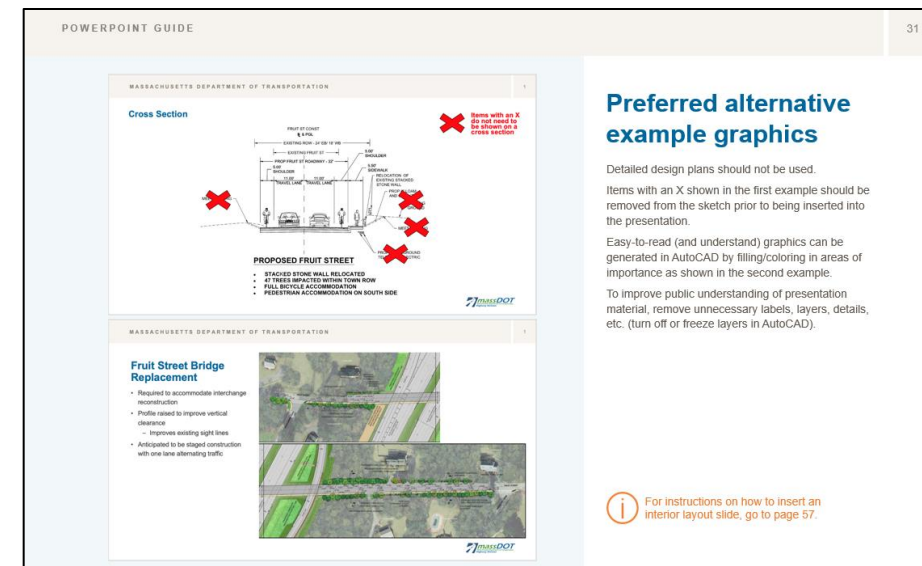
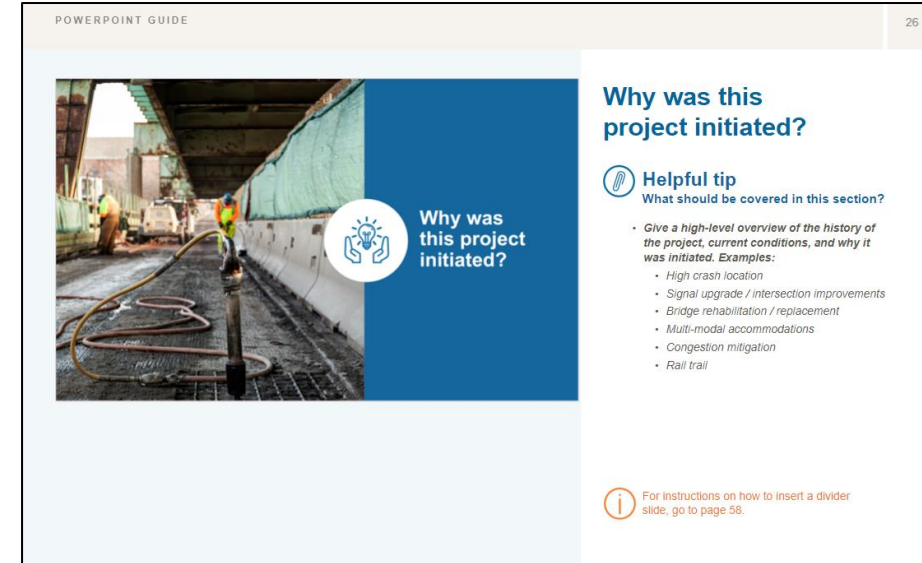
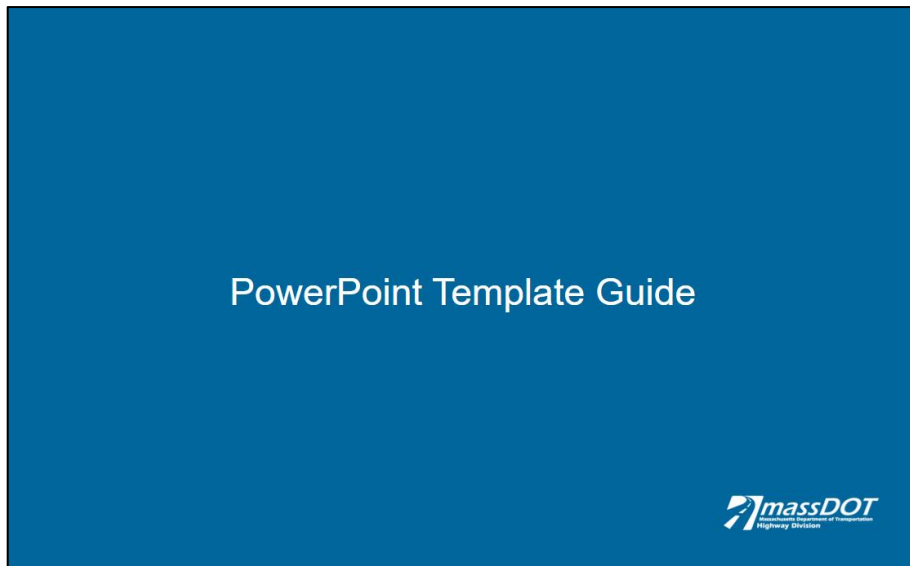
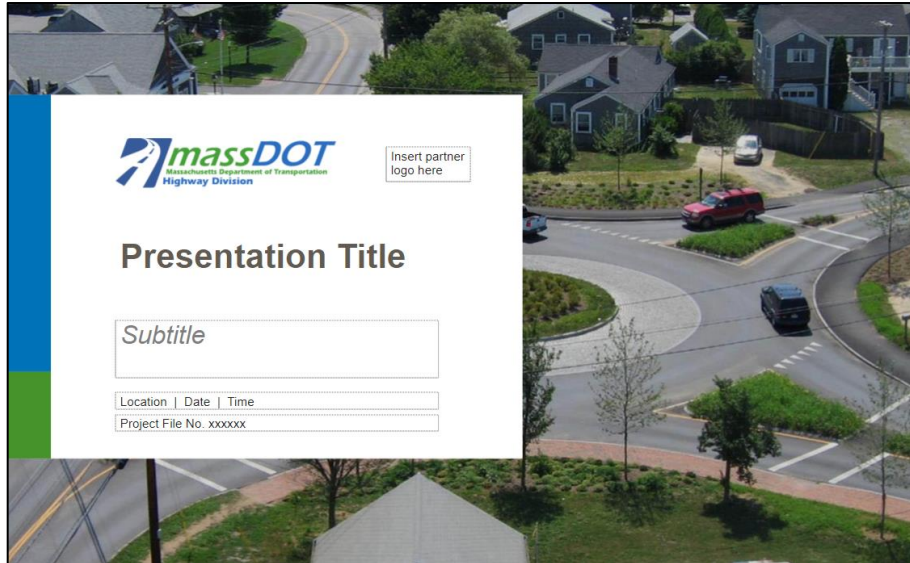
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FAQ Sheet Template Instructions

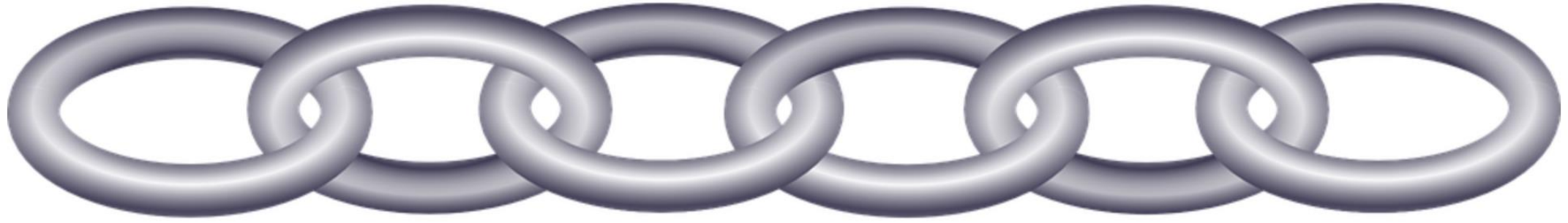




# New Templates & Process - MassDOT



# Best Practices



Somerville I-93 Viaduct Bridge

<https://www.youtube.com/watch?v=eMcngaO-ZhA>

Dennis/Yarmouth – Bridge replacement and intersection project

<https://www.youtube.com/watch?v=QKoiA-G0pTo>

Bourne – Cape Cod Bridges Program

<https://www.youtube.com/watch?v=jgxdVgoko0A>

Wilmington – Main Street/Route 38 Bridge

<https://www.youtube.com/watch?v=YHwGfkPeqwE>

# Summary of Do's – Our needs!



- Assist in identifying underserved and target populations during the coordination meetings
- If you have prior experience in the project areas and/or working with local groups, assist in outreach to local municipalities, utilities, advocacy groups and target populations as directed by PM
- Secure accessibility services as directed
- Prepare the technical portions of the presentation deck and make sure it follows accessibility guidance and rules

# Summary of Do's!

- Send notes for technical slides to PM
- Offer opportunities for better outreach and engagement pre-and during meetings (polls, pre-meetings, targeted outreach etc)
- Assist the PM during the dry runs in flagging hot issues and rehearsing Q&A prior to meeting date
- Be a co-host and be prepared if technology knocks out a producer
- Respond to questions as directed by the PM at the meeting.

**WE NEED  
YOUR HELP**

# Summary of Do not's – We will Manage!

- Do not reuse PPX. The template is fresh every time – obtain from PM
- Do not create Producer or ROW slides – all others are at the direction of the PM
- Do not create the flyers
- Do not write a script for the technical slides – just send the PM notes
- Do not have more than one person attend the actual meetings







For Your  
Reference.....



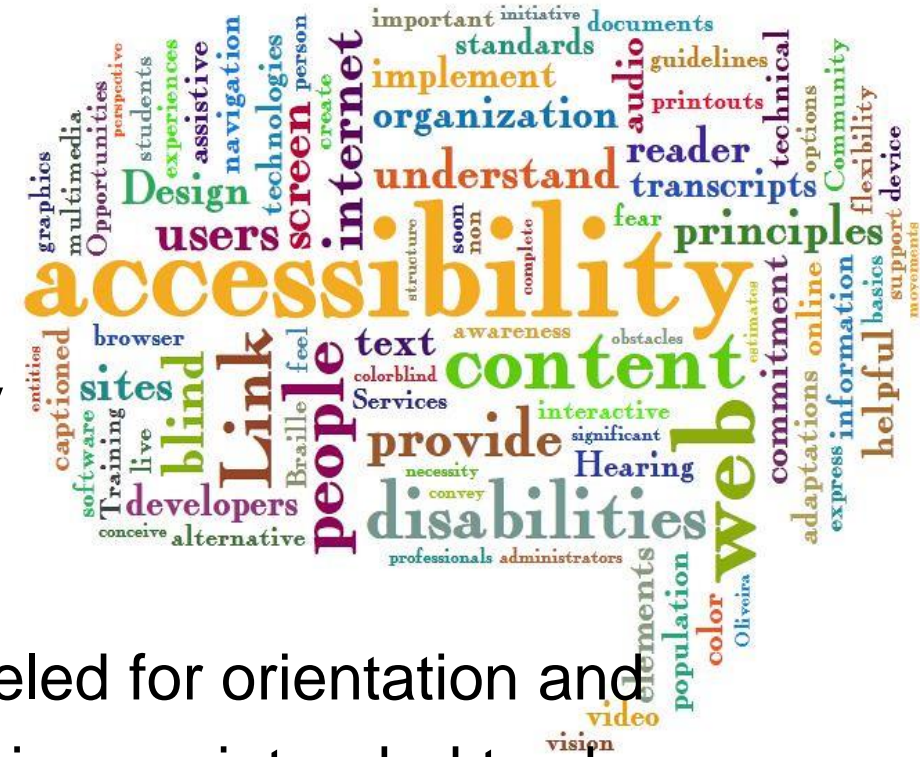
# Tips from Experience – Guidance on Accessibility



- Use simple language
- Do not use any acronyms anywhere
- Font should be a minimum of 18 point
- Use few words per slide – No more than 150 words per slide in the presentation
- Obtain template from MassDOT/MBTA PM and create only ONE presentation deck
- Graphics must be user friendly and easy for anyone attending to understand (the public is typically not an engineer)

# Tips from Experience – Guidance on Accessibility

- Use images and charts only where needed to convey important information
- Make use of embed hyperlinks
- All images must meet accessibility review and be labeled for orientation and include a legend/key to the important information (graphics are intended to show problems – hence the project; and benefit and the preferred alternative)
- Post meeting materials and documents online in an accessible format ahead of the meeting
- When displaying images, do not assume that attendees know what you are trying to show. Make sure you describe what the image depicts and the takeaway – be aware of visual impediments



# Tips from Experience

## Introduction



- Cover page should state if it is hearing or meeting
- All title slides include images from the project and location
- Consultant's name/logo must not be embedded into any slide
- Verify all parties on introduction slide are panelists - names are spelled correctly along with title if applicable
- Use images on the Outreach slide to graphically illustrate where meeting was posted, and information was distributed
- List all prior previous meetings held



# Tips from Experience

## Body of Presentation

### Logan Airport to I-93 North - Proposed Detour



May include at a maximum:  
Context, Purpose, Goals,  
Alternative Designs,  
Preferred Design,  
Environmental, Bike / Ped,  
Construction

- Are the visuals easy for the public to understand?
- Are the transitional slides pictures of the neighborhood?
- Do maps have street names, north arrow and labels of the features you want them to see?
- All maps should have tables
- How big is the text? Is it easy to follow and understand the message?

# Tips from Experience – Closing & Q&A

- Next Step slide identifies steps that the public needs to know – additional meetings, stages in the project, when they will see this project again
- Use the comment slide with the QR code for public to get further information
- All responses to Q&A must **SPEAK SLOWLY** and verbally describe slides referenced

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## Our next steps

- 1  
Step 1 title & description goes here.
- 2  
Step 2 title & description goes here.
- 3  
Step 3 title & description goes here.
- 4  
Step 4 title & description goes here.
- 5  
Step 5 title & description goes here.

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## Upcoming public outreach


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Click icon to add picture

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## How to reach us?

- Submit written comments to:  
Carrie Lavallee, P.E., Acting Chief Engineer  
MassDOT  
10 Park Plaza  
Boston, MA 02116  
Attention: [PROJECT DEPARTMENT], PROJECT FILE NO. [FILE NO.]
- Submit email comments to:  
[Insert email address for Specific Project, Highway Design, Major Project, or Project Management]
- For project information visit the MassDOT Design Public Hearing web site at:  
<https://www.mass.gov/massdot-highway-design-public-hearings> or used the QR Code: 
- Visit the project website at:  
[Insert project website name with hyperlink and QR code]



# Important Resource Links



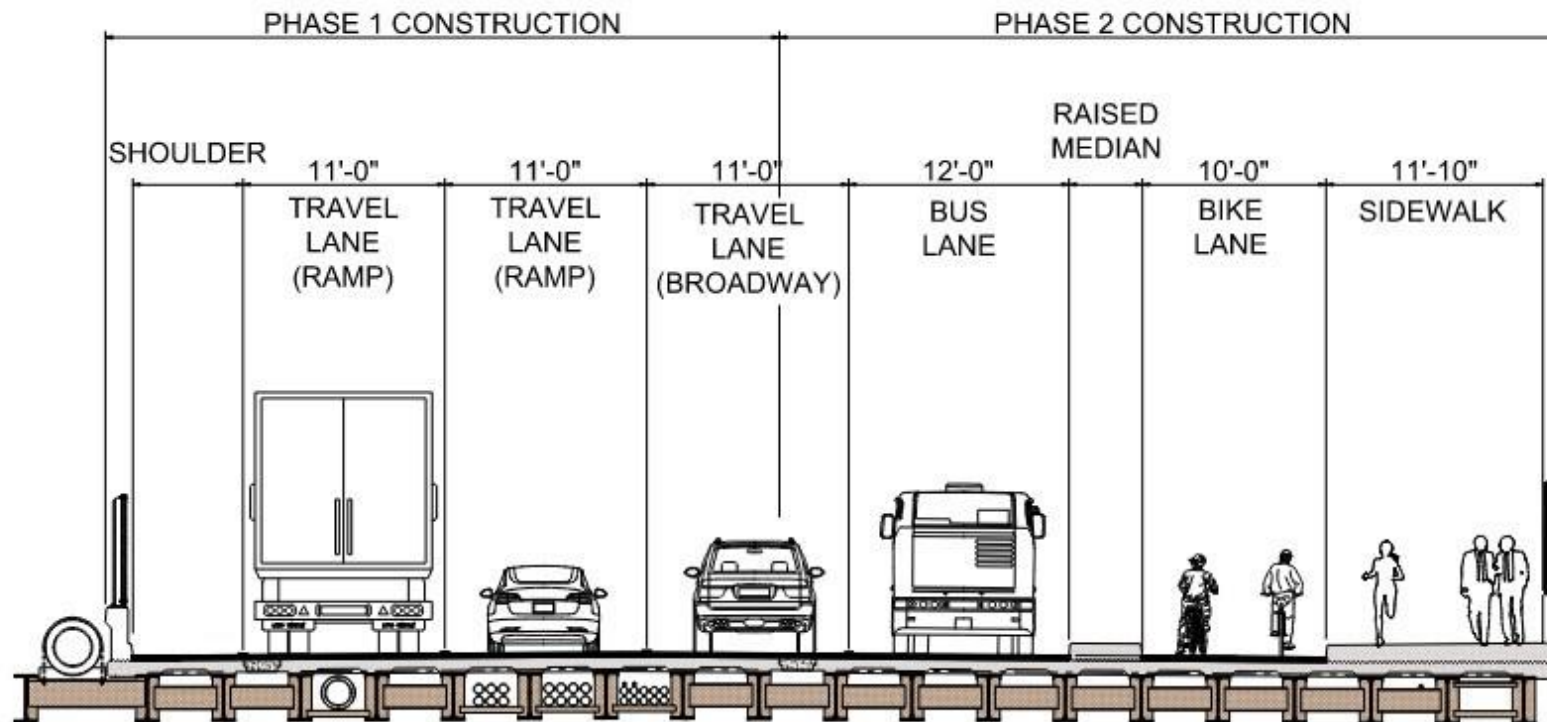
## Accessible Meetings:

- [Plain language](#) makes it easier for the public to read, understand, and use government communications. Learn about requirements and guidelines.
- Minnesota guidance on [meetings](#) and [documents](#)  
Additional information:
- [Updated Commonwealth guidance](#) on holding meetings pursuant to the Act Extending Certain COVID-19 Measures
- <https://www.dot.state.mn.us/ada/design.html>

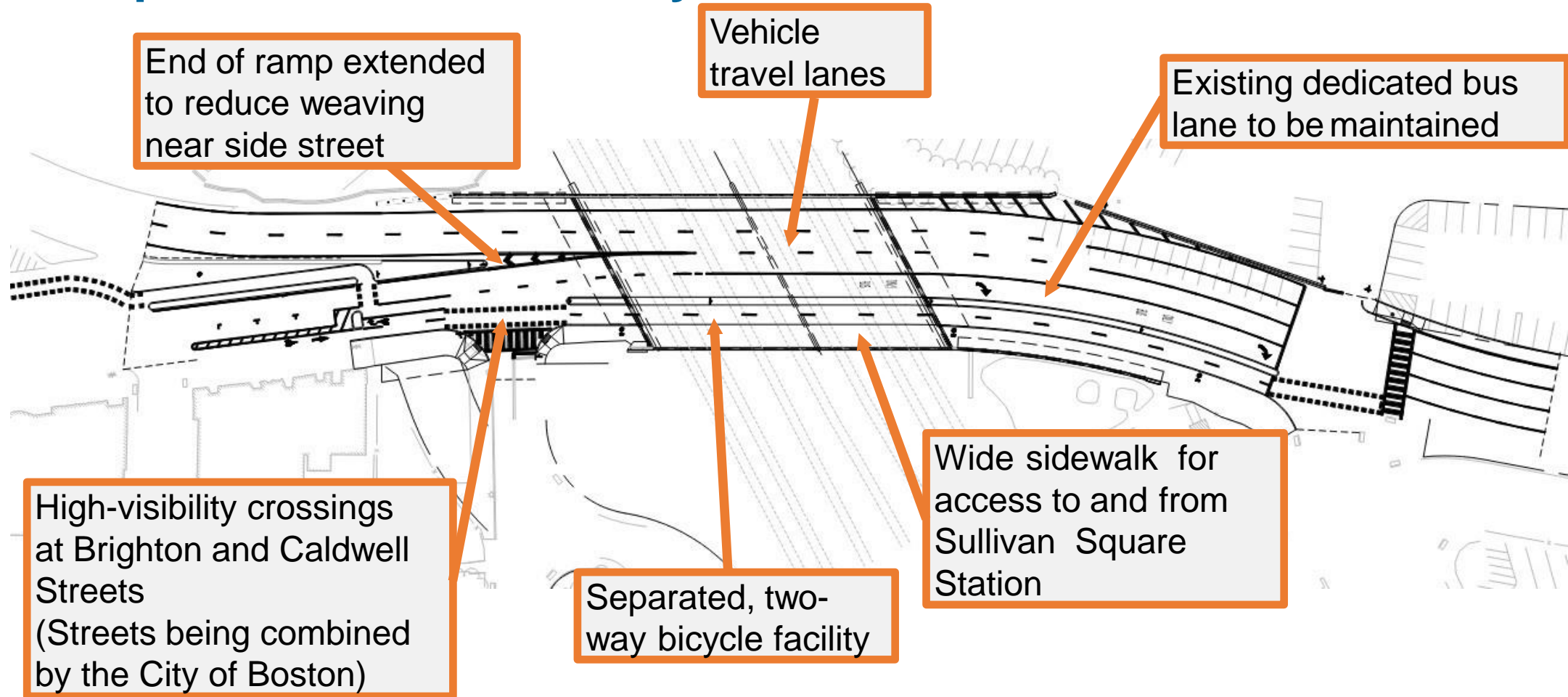


## Proposed Bridge Section - Maffa Way (One Way – Eastbound)

- Integrate separate 10-foot wide two-way bike lane and 11'-10" (typ.) wide sidewalk.
- Provide dedicated bus lane and receiving lanes for I-93 ramp.



## Proposed Plan- Maffa Way



## Online Engagement

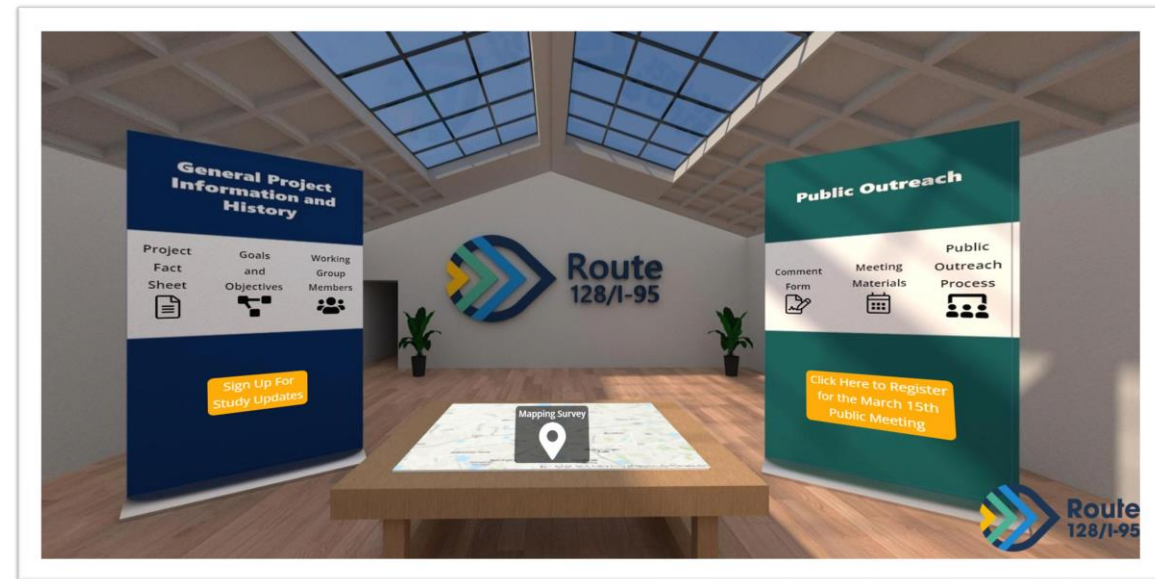
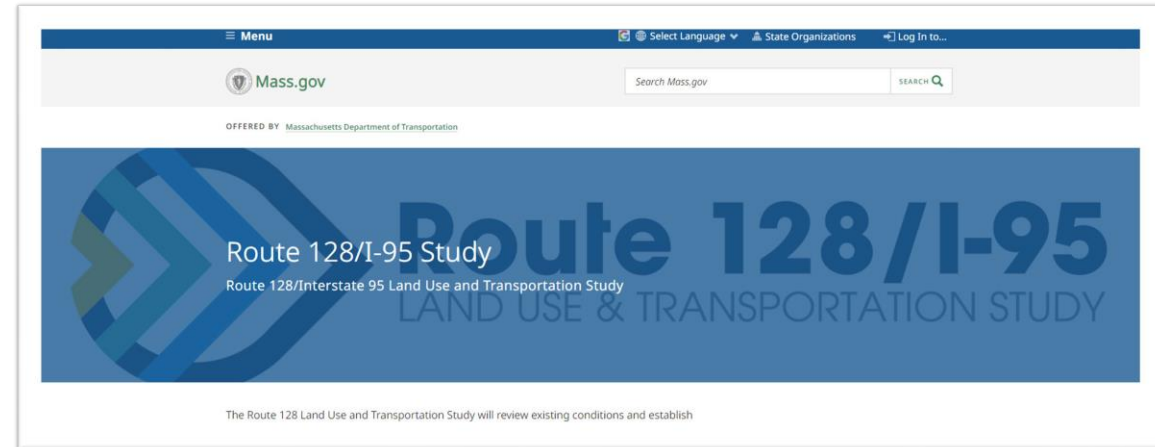
### MassDOT Project Website

<https://www.mass.gov/route-128i-95-study>

- Sign up for Study updates
- General project information

### Virtual Room for online engagement

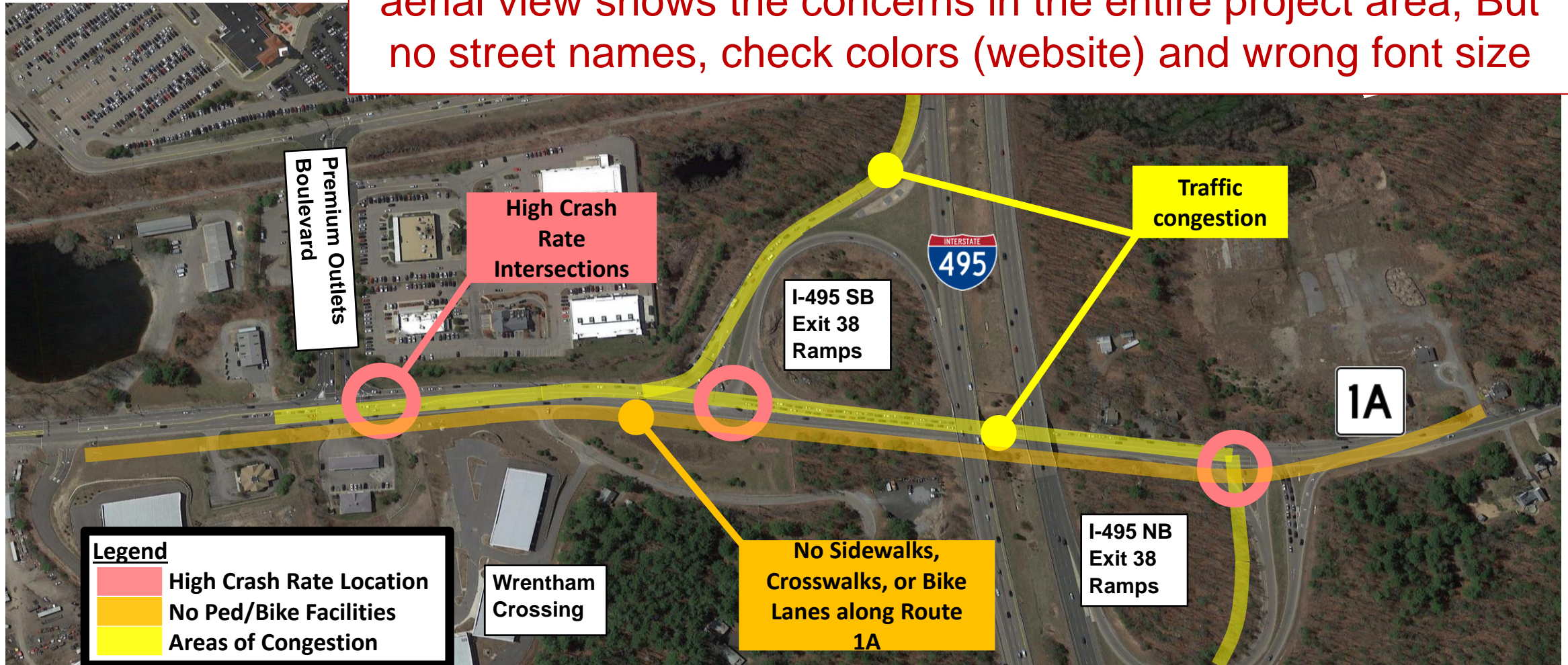
- Linked from MassDOT Project Website
- Comment form and mapping survey
- Project information, documents, and materials





## Existing Concerns

Existing Concerns Example: Color coding with legend, aerial view shows the concerns in the entire project area; But no street names, check colors (website) and wrong font size

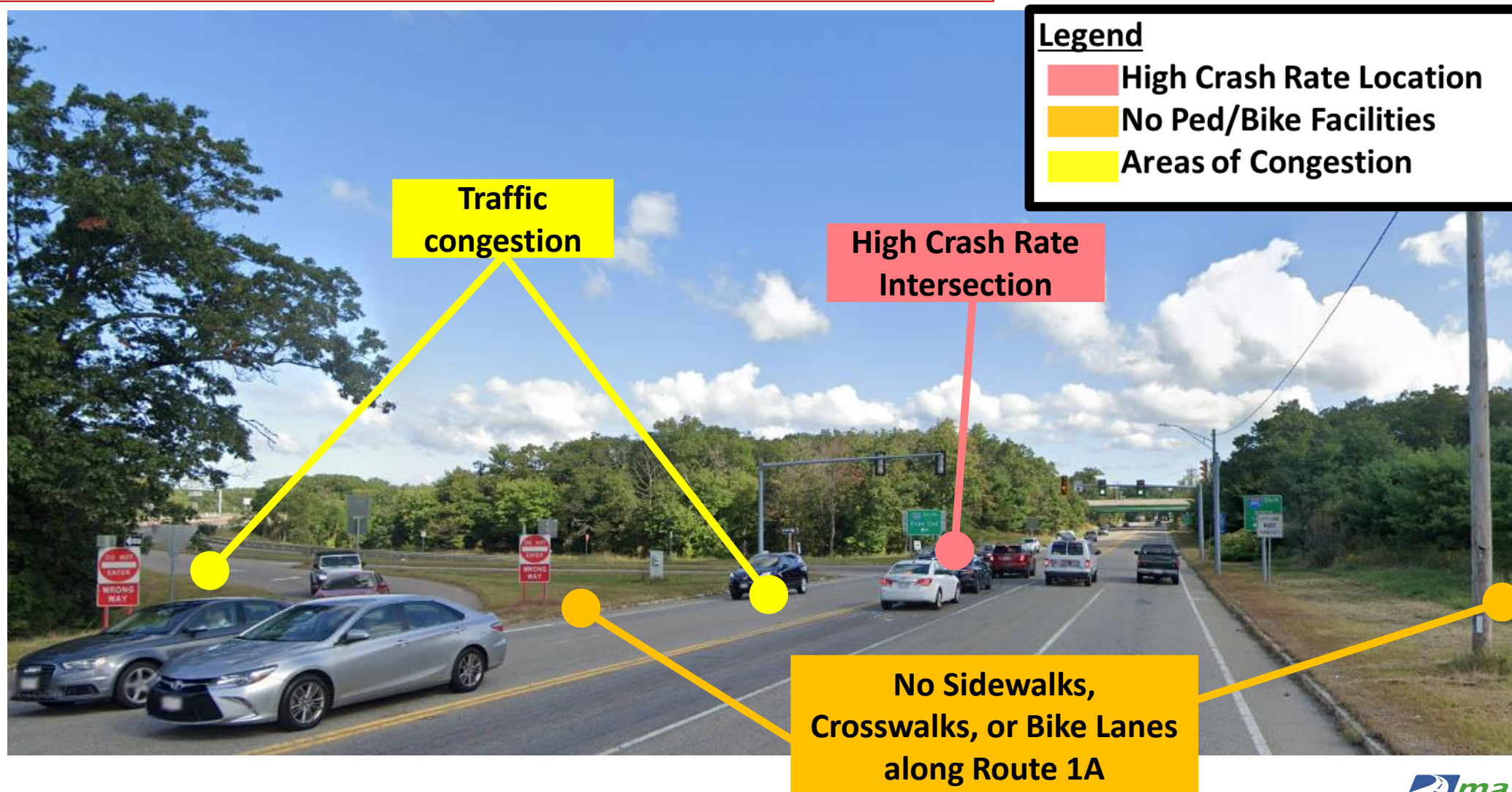




## Existing Concerns Example

Picked useful photos to explain more in-depth, kept consistent color coding; font size

B Exit 38 Ramps (Looking North)

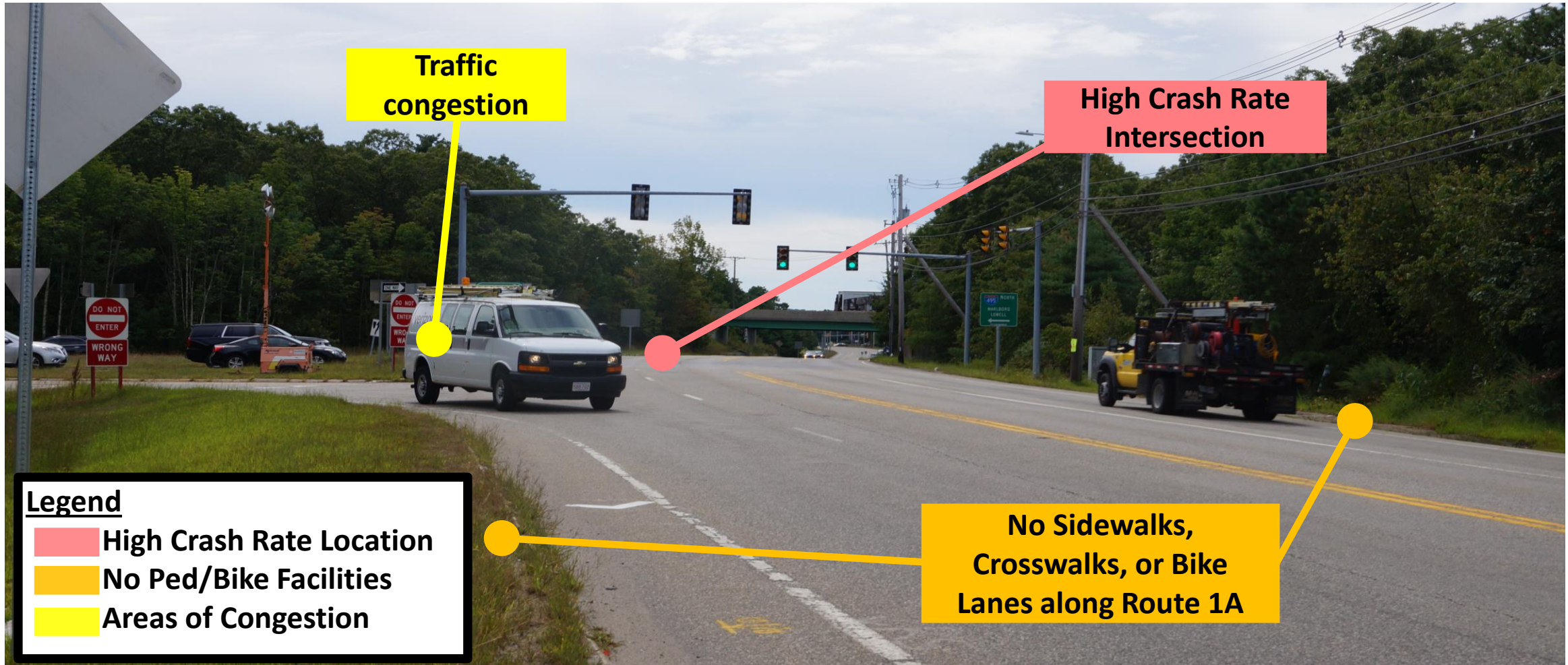




## Existing Concerns Good Example

Picked useful photos to explain more in-depth, kept consistent color coding; correct font size

### Existing Concerns







### Project Goals Example

Goals matched the concerns that were previously highlighted, but the image should have kept the color-coding on this slide

## Project Goals

- Minimize vehicle backups onto I-495.
- Improve safety and reduce congestion throughout the Exit 38 Interchange.
- Reduce conflicting turning movements at intersections that are major causes of crashes.
- Provide safe and continuous accommodations to support non-motorized modes of travel.

Reduce reliance on Wrentham Police for traffic signal operations.