

Communication Plan for Building Improvements

*Report from Angie Jeffries
Director of Communications.
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This plan is created to educate the public and associates on the upcoming construction to the downtown courthouse and to manage citizen and associate expectations throughout the construction process.

I. Informing the Public & Associates ahead of Construction

- a. The Communications Director is in construction meetings with Public Works to coordinate internal and external information.
- b. Communications is working with IT to create a directory on monitor screens placed on the ground and first floors. This will help the public identify where they need to go before getting on the elevator.
- c. The Communications Director has received information from Courts for the directory and frequently asked questions that they receive.
- d. Timeline and construction progress will be available to citizens on jacksongov.org
- e. Educate the departments on timeline, what to expect during the upgrades, create a one-page sheet for each of the areas that will be handling customer traffic so they can refer to for customer questions on the construction. Make sure the departments know "if we all work together, we can benefit from it."

II. Continued updates during construction phase.

- a. Social Media campaign – utilizing the timeline page, interviews, construction video & photos, information on new technology, noise & mess information what you need to know before coming to the courthouse to do business.
- b. Signage – Inside and outside the courthouse
- c. Get with HR on an incentive plan for associates – "Get fit in the New Year by getting your steps in!"
- d. Elevator Door Wraps – While people are waiting for the elevator, we will advertise our parks by showcasing a beautiful lake photo. "Wouldn't you rather be at Jackson County Parks? MakeYourDayHere.com"



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- e. North and West Entrance Door Screens – Thank you for your patience as we remodel. We are making your courthouse better and easier to do business. Waiting on pricing.

