Policy: AD-06-32
Policy Title: Public Works Citizen Coordination and Communication Policy
Policy Purpose: Set forth procedural guidelines to be followed when activities occur that affect Westfield residents
Implementation Date: 08/24/2006
Revision Date: N/A

TOWN OF WESTFIELD
WESTFIELD PUBLIC WORKS

CITIZEN COORDINATION AND COMMUNICATION POLICY

This policy sets forth procedural guidelines regarding how and when communication should be made with the public regarding Westfield Public Works (WPWD) activities. The purpose of this policy is to educate residents, mitigate issues, gain feedback on activities and increase communication throughout the Town of Westfield.

Public Works projects, from planning to completion, will be communicated and coordinated with not only the required reviewing and approval offices, but also with the citizen groups, neighborhoods and individual homeowners. The purpose of this communication is to gain maximum participation in the process and in support of the Westfield Public Works Department.

To be effective in this communication and coordination process, a letter signed by a Town official or designee shall be sent to all interested parties detailing the project or activities and possible nuisances related to the project such as traffic, drainage, air quality, dust control and odors, noise (e.g. equipment operation), and other issues. Other forms of communication include: press releases, website posting, door hangers, mailings to property owners and residents, and public meetings. Owners will be asked to call the WPWD project manager or designee with complaints or concerns.

When planning to begin a project, a strategy will first be developed to identify those individuals, groups or appropriate persons to identify with whom to communicate. The sponsoring office will be responsible for defining those interested parties. The Public Relations Coordinator or designee will be responsible for carrying out this strategy for all activities.

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