

SDDOT CONSTRUCTION MANUAL  
PROJECT MANAGEMENT SECTION  
**CHAPTER 13 – PUBLIC RELATIONS**

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**Public Involvement Plan (PIP)**

This document provides:

- An explanation of the Department's mission and services provided
- Activities and opportunities for public involvement
- Legal requirements for public involvement
- A guide for staff to develop effective public communication strategies for all activities
- A step-by-step public involvement process for some key processes and special considerations for more in-depth public involvement processes
- A process to track and improve communication and engagement between SDDOT and the public

Find the full PIP here: <https://dot.sd.gov/inside-sddot/forms-publications/reports#>

**PUBLIC MEETINGS**

Public meetings should be added to the public meetings calendar. When coordinating Public Meetings please refer to the "Public Meeting Steps" link located on the SDDOT Intranet under Guidance Memorandums at <http://intapps.sd.gov/hm90Policy/memodefault.aspx>.

Notification should be given to the Communications Team of all public meetings/open houses to be held by SDDOT and by consultants/contractors.

Public meetings should be sent to the Communications Team to be placed on the SDDOT external website (dot.sd.gov). Additional documents can be added to the external website as they become available.

**PRESS RELEASE GUIDELINES**

Press releases written by a public relations consultant shall conform to SDDOT standards for press releases and approved by the Area Office and Communications Team.

Press release templates can be found at [M:\DOT\Common\All DOT Shared Documents and Templates\Press\\_Release\\_Templates](M:\DOT\Common\All DOT Shared Documents and Templates\Press_Release_Templates).

Be sure to include as much information as possible about the public meeting, project, etc.

**Timeframe:**

Ideally, construction-based press releases should be sent a minimum of two or three business days in advance of the work starting. If work begins on a Monday – releases should be to the Communications Team on Wednesday or Thursday for review/release.

With all press releases, information will be verified and approved by Project Engineer/other SDDOT staff member before being released.

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**WEBSITE**

Larger construction projects will have a webpage on the SDDOT website where timelines, ongoing work, and traffic control updates are posted. Featured projects will be determined by the Region/Area Engineer with their staff. For more information, please contact the Communications Team.

<https://dot.sd.gov/projects-studies/construction-projects>

Projects where a public relations consultant is hired may have an outside website. This website will be linked to the SDDOT website.

External (digital) newsletters are often used by consultants/SDDOT staff to share information with the public on a monthly or bi-weekly updates. Newsletters will also link and be placed on the project page.

**SOCIAL MEDIA**

The SDDOT Communications Team is responsible for the official SDDOT social media platforms. Projects will be featured on these social platforms throughout the duration of the project. All public meeting or press releases sent will also be posted to social media.

Area and Region Engineers are encouraged to retweet relevant project posts on their state Twitter accounts.

**RESOURCES**

**Press Release and PowerPoints Templates:**  
<M:\DOT\Common\DOTPictures&Logos\Supplementary Materials>

**All Branding Materials:**  
<https://dot.sd.gov/inside-sddot/media/branding-and-identity-guidelines>

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**Communication Team Contacts:**

**Julie Stevenson**

Strategic Communications Coordinator | SDDOT  
O: 605.773.2898 | C: 605.377.3056

**Taylor Brusven**

Communications Specialist | SDDOT  
O: 605.610.8973 | C: 507.530.1264

**Bret Mattice**

Communications Specialist | SDDOT  
O: 605.773.4282 | C: 320.761.3582