

Master Facility Plan Phase 2: Site Planning and Construction Communication Plan: Public/Media

Goal

- Demonstrate to the public and media that the time, inconvenience and impacts caused by construction of the MMC expansion will be worth it because of the value delivered by the upgraded facility and enhanced care services.

Objectives

- Minimize disruption from planning and construction for general public
- Communicate information regarding construction
- Communicate information regarding parking changes
- Communicate information regarding traffic changes

Strategies

- Coordinate with City of Portland to amplify awareness of impacts and communications
- Utilize traditional and social media
- Highlight community, economic and clinical benefits of MMC in the past, present and future

Messages

- Maine Medical Center's modernization and expansion project is centered on providing excellent patient care
- Information will be shared in a timely basis and feedback will be collected and incorporated when the project can be improved
- MMC is committed to mitigating and minimizing impacts caused by the construction of its project

Key Audiences/Stakeholders

- Public / Media

Communication Channels

- Social Media (MMC and Portland sites)
- Earned Media – Print and broadcast

Milestone events:

- Site Plan 1 Approval
- Congress & Wescott Closures and visitor garage access
- May 7 Construction Start / Groundbreaking
- Site Plan 2 Approval

Questions/Needs

- **Who will speak with media about the logistics of the construction impact?**
- **How to balance Congress Closure with Wescott closure for various audiences**

Event/Date	Item #	Product	Copy Due / Run	Audience	Accountability	Approvals	Notes/Status
Site Plan 1 Approval	1						East Tower Overbuild Prep
	1a	Media Info Packet / thumb drive	March 27	Media Covering Hearing	Caroline, Matt		Includes bulleted fact sheet, Congress Street map, East Tower area map
	1b	Press Release (posted to the website and distributed to media)	March 28 (Morning after Planning Board Vote)	Statewide Media			<i>Include Congress Detour Map, East Tower area map</i>
	1c	Media Availability (as needed)	March 28 – 11-1 p.m.	Local media doing Folos			Spokesman on Congress Street, with blow-up poster board of new street scape; discussing detour and future
Congress & Wescott Closures and visitor garage access	2						Communicate throughout April
	2a	Facebook Detour posts; Info on Visitor Garage	Reminders posted each to run week-long; week of April 9, 16, 23, 30				<i>Include posts on Twitter and Instagram; On-site signage posted just prior to closure coordinated with project team</i>
	2b	Earned news media and ‘earned’ news media social posts covering Congress & Wescott Detours,	Start talking week of April 23 for				Targets include PPH, BDN, Forecaster, Sun Journal, (1 story, 3

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		and visitor access	Placement Week of Apr 30				outlets?) MPBN, Ch. 6, 8, 13
	2d	Press Release on Closure	Run week of April 30				Distro to Non-Portland sources: Times Record, Journal Tribune, community weeklies
	2e	Update for Portland Convention & Visitors Bureau, Sea Dogs & other helpful community entities	“ “				Visual item they can run April-July
	2f	Boosted Facebook post	“ “				Week of April 30; Focus on Congress Closure uses image to spread far, align with the City to support
	2g	City 'alert' to parking ban list (16,000)	“ “				Need to discuss with the City
	2h	Joint City / MMC Press Conference?	“ “				Need to discuss with the City.
Ground Breaking Ceremony	3						
	3a	Ceremony participants / attendees to involve internal, trustees, city officials, neighborhood reps			Sue D., Matt W.		Philanthropy has lead; Comms coordinating with for separate communications and media plan
Site Plan 2 Approval	4						June?
	4a	All-employee email					
	4b	Press Release					

Note: Other Construction updates will be communicated as needed throughout the period, using appropriate vehicles such as social and earned media.

Creative

- Use Slugger in FB Message or other capacity? Video?
- Use humor for Social Messaging to extend sharing and reach; “The Road to Recovery Starts Here,” “A Turn for the Better,” “(Eye Chart) – If You Can Read This, You Can Follow Our Detour”
- Name the Crane
- Get BBCH Kids involved

