

## **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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|------------|--------|---------|---------------------|----------|----------------|-----------|---------------|
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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



March 7, 2018

Maine Medical Center  
22 Bramhall St.  
Portland, ME 04102

Address line 1

Address line 2

Dear Property Owner,

The first phase of construction of the Maine Medical Center campus replacement and modernization project will begin in the coming months. This significant investment in our community and in the future of healthcare will benefit us all, modernizing our facilities to enable the quality of care we offer.

This project can only be successful with the full engagement of our immediate community members. To date, our regular meetings with our local Neighborhood Associations have helped us build awareness and address concerns.

**To that end, we would like to invite you to an informational session specifically designed for nearby neighbors on Park Avenue and Weymouth, Boynton, Forest, Brackett, Grant and Bramhall streets.**

We will present a number of updates that will be of particular interest to these neighbors, including:

- Information on the temporary closure of Congress Street
- Information on the detours for the Congress Street temporary closure
- Information on the temporary one-way designation of Boynton Street
- Information about the first phase of construction, focusing on additions to the East Tower and Visitor Parking Garage
- Information on the temporary two-way designation of Crescent Street

**Time and Date:** 5 to 6 p.m. Tuesday, March 20

**Location:** MMC East Tower, Classroom 2

**Parking:** MMC visitor parking (free) located at Bramhall & Chadwick streets in the South Visitor Parking Lot

In the meantime, we urge you to visit [www.MMC.org/Modernization](http://www.MMC.org/Modernization) for project information and to sign up for email and/or text alerts when new project updates are posted. If you have any questions, please contact us at [MMCPROJECTCONTACT@MMC.ORG](mailto:MMCPROJECTCONTACT@MMC.ORG).

Respectfully,

Jeffrey D. Sanders  
Executive Vice President & Chief Operating Officer  
Maine Medical Center