

# PROJECT NEWSLETTERS

## Description

Project newsletters are used to communicate information about all aspects of a project. This could be information related to design, schedules, upcoming work in the area, opportunities for engagement—anything that is relevant to interested individuals. As with any other outreach strategy, the effectiveness of newsletters depends on the accuracy and timeliness of the information that is conveyed. If necessary, the newsletter should be available in multiple languages to ensure that all affected parties have equal opportunities for information and involvement. Having newsletters available in an electronic format can save on mailing costs, but some people may prefer a paper copy version.

## Target Market

Project newsletters can assist those directly affected by a proposed project and anyone who wishes to receive information about the project. Regular newsletters are most appropriate for long-term, large, or complicated projects.

## How Will This Help?

- Provides information to the public that is current, accurate, and relevant.
- Traditional way to keep members of the public informed, and can be translated into other languages as needed.

## Success Stories

- <http://ftp.dot.state.tx.us/pub/tx-dot-info/my35/newsletters/1011.pdf> – demonstrates the ongoing work of this project while highlighting recent milestones.
- <http://www.environment.fhwa.dot.gov/strmlng/newsletters/nov11nl.asp> – this newsletter is produced each month; provides best practice case studies.

## Implementation Issues

Project newsletters must provide timely and valuable project information to the public. If the information is incomplete or too infrequent, the public is likely to disregard it. Readers should have the option of receiving the newsletter by regular mail or electronically. It should be in languages used by those affected by the project. Ample staff and budget must be available to create timely and useful newsletters on a regular basis.



<b>Cost:</b>	<b>Moderate</b>
<b>Time:</b>	<b>Occasional</b>
<b>Impact:</b>	<b>Local/Region</b>
<b>Who:</b>	<b>Lead Agency</b>
<b>Hurdles:</b>	<b>Language Barriers, Time, Cost</b>