APA4 Public Comment | Outreach + Communications Strategy

PUBLIC COMMENT PERIOD OVERVIEW & CONSIDERATIONS

+ PRDOH published the APA4 substantial amendment for 60-days of public comment, originally publishing the plan on March 31st, and extending the public comment period twice for a final public comment date of May 31, 2020.

PRIMARY STAKEHOLDER GROUPS

1) General Public (residents)
2) Municipalities
3) Agencies (PRASA, COR3, PREPA, Planning Board, PRITS, DDEC, BDE, AFV)
4) NGOs and community groups
   a. Includes higher education e.g. UPR, Polytechnic
5) Federal Partners Stakeholders (e.g. EPA, USDOT, FEMA, HUD)

ONGOING FORMS of OUTREACH

- Website Information
  o Website Banner
  o Pop-Up window
  o Action Plan Landing Page

EXTENSIONS

- 15-Day Extension #1: April 30 – May 15
- 15-Day Extension #2: May 15 – May 31

WEEK 1 – MARCH 30-APRIL 3
- Published APA4 on website with ‘Public Comment’ portal/button option
- April 3: Email-blast notification to municipalities
- April 4: Facebook post
- Press release

WEEK 2 – APRIL 6-APRIL 10
- April 8: Email-blast notification to Advisory Committee
- April 9: Email-blast (x3) notification Organizations and Individuals

WEEK 3 – APRIL 13-APRIL 17
- April 13: Presentation – Forecast for Realtors (APA4 Content Included)
- April 14: WAPA Radio Interview with Secretary Luis C. Fernández Trinchet
- April 14: Facebook Post

WEEK 4 – APRIL 20-APRIL 24
- April 21: Email-blast (x8) notification to Organizations and Individuals
• April 21: Email-blast (x8) notification to municipalities
• April 21: Presentation – Puerto Rico Builders Association (APA4 Content Included)
• April 22: Presentation – Advisory Committee (APA4 Content Included)
• April 22: Facebook post
• April 23: Presentation – Hunter College – Center for Puerto Rican Studies (APA4 Content Included)

WEEK 5 – APRIL 27-MAY 1
• April 28: Email-blast (x5) notification to Organizations and municipalities
• April 28: Email-blast (x1) Advisory Committee
• May 1: Presentation – Social Interest Task Force (APA4 Content Included)

WEEK 6 – MAY 4-MAY 8
• May 5: Email-blast (x6) notification Organizations and Individuals
• May 5: Presentation – College of Engineers and Architects (CIAPR) (APA4 Content Included)
• May 7: Presentation: Municipio of Yabucoa (APA4 Content Included)

WEEK 7 – MAY 11-MAY 15
• May 11: Email-blast (x6) notification to Organizations and Individuals
• May 11: Presentation – Federación de Alcaldes (APA4 Content Included)
• May 11: Facebook post
• May 14: Email-blast (x6) notification to Organizations and Individuals
• May 15: Facebook post

WEEK 8 – MAY 18-MAY 22
• May 19: Email-blast (x6) notification Organizations and Individuals
• May 19: Facebook post (x2)
• May 19: Updated Facebook cover photo
• May 21: Facebook post

WEEK 9 – MAY 25-MAY 29
• May 25: Facebook post
• May 26: Email-blast (x6) notification Organizations and Individuals
• May 26: Presentation - Association of General Contractors - Puerto Rico Chapter (APA4 Content Included)
• May 27: Facebook post
• May 29: Facebook post
• May 31: Facebook post