

Public Involvement



Communication is Key!

Baxter & Woodman knows communicating the benefits of a project to stakeholders and managing their expectations is a vital part of any government or municipal project. Our team is well-versed in an assortment of communication tools that aid us in creating the most effective communication strategy for each project. Our staff knows how to successfully utilize tools to coordinate and promote positive public involvement.

Public Outreach Outlets

- Custom Project Websites
- Project Visualization Exhibits & Videos
- Drone Videos
- Social Media: Twitter, Facebook
- Project Blogs
- Email Notifications
- Open-Houses/Public Meetings (Virtual and In-Person)
- On-Site Webcam
- Phone Hot Lines
- Door Hangers/Informational Flyers
- Construction Signage
- Changeable Message Boards
- Press Releases
- Public Progress Meetings during Construction

Drone Imagery

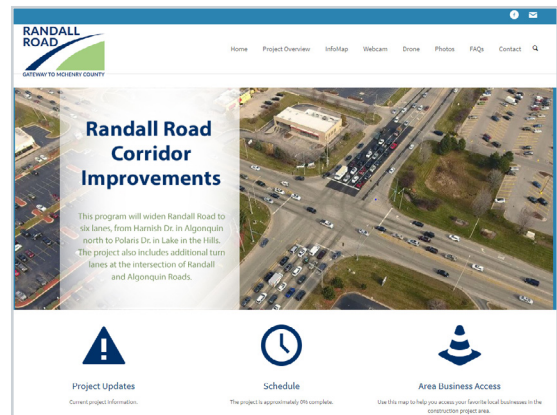
Baxter & Woodman has commercially certified drone pilots and drone industry experts on staff. These unmanned aerial vehicles can collect a wide variety of useful imagery for varying applications. Drones can take photos and videos to help monitor project progress, collect ortho-imagery (for mapping), and even conduct inspection work. Some cameras are capable of taking 36 megapixel images, providing 1mm resolution ortho-mosaics and 4k video.

Progress Videos and Public Service Videos

Baxter & Woodman prepares short, interactive progress and public service videos to be shared on social media platforms, project websites, and at meetings. The short videos introduce the public to the project team, scope of work not visible to motorists (underground work), a particular construction activity, or show the completed project. For example, Baxter & Woodman prepared a video for the completed Lake Shore Drive Drainage Improvements for the Town of Lake Park, Florida (vimeo.com/709217823).

Custom Project Websites

Baxter & Woodman designs and manages numerous project websites for various types of projects, one such is the Randall Road Corridor Improvements for McHenry County Department of Transportation (randallroad.info). Project websites provide a designated online resource for stakeholders to receive up to date information on the project's progress, estimated schedule, project overview, progress photos, FAQs and more.



Public Involvement Continued



Flyers/Brochures/Door Hangers

Baxter & Woodman has worked with numerous clients to develop various informational marketing materials, including flyers, brochures, and door hangers. Marketing materials are written to include project information, calendars of service days, telephone numbers, information about the website (if applicable), and how stakeholders can provide input. Baxter & Woodman can also print and distribute informational marketing materials at fundamental intervals of the project.

Social Media

Baxter & Woodman manages various social media pages for our clients' construction projects, including Facebook and X. Social media pages provide a great outlet to share timely updates to stakeholders and motorists traveling through the project.

On-Site Project Information Signs

Baxter & Woodman has prepared numerous printed information boards to be used at public information/involvement meetings and/or mounted near the project site. On-site project informational signs provides information of the proposed improvements and project benefits to those traveling past the construction site.

3D Project Visuals

Baxter & Woodman utilizes a variety of software (REVIT, AutoCAD MEP 3D, SketchUp, etc) to produce 3D project renderings, which results in enhanced input during design. This allows the City, your staff, and the public to see the final product before it is constructed. During progress meetings, these representations can be used to visualize the project layout and discuss your comments. Accurate drawings can also save you money by allowing for easy identification of conflicts and elimination of potential change orders. These can also be used at public information meetings to help gain the community's support for projects.

Visualization Studio

Baxter & Woodman has a cutting-edge Visualization Studio that is equipped to not only record high-quality podcasts, where clients can share insights, updates, and industry knowledge, but also to produce captivating video narratives that bring construction-related project updates to life. With our studio's capabilities, we empower our clients to connect with their communities and set new standards in communication within the construction industry.



Clearmont Pedestrian Bridge Rendering

