

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
 - Website Banner
 - Pop-Up window
 - 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