



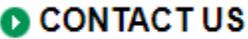
## GLX Information Channels

April 2018

### Goals and Objectives:

As the GLX project further advances its Design-Build (DB) phase, the Program Management Team (PMT) in conjunction with the Community Working Group (CWG), will continue to support stakeholder engagement efforts using a multi-pronged approach to communications. The project’s Social/Digital Media tools promote transparency and public awareness in disseminating information on GLX construction activities and milestones across multiple communications channels. The plan is consistent with the project’s commitment to keep the public informed of construction progress and potential impacts in a manner that is accessible and convenient.

### GLX Digital Communication Channels:

	<p>1. <b>GLX Project Website</b> <a href="http://www.greenlineextension.org">www.greenlineextension.org</a>: As the project prepares for full-scale construction later this year, the website will be adapted to focus more exclusively on construction activity and Community Working Group (CWG) involvement. The main feature of the home landing page will be dedicated to “Construction Updates”, and a separate link will be added to the sidebar to access CWG materials such as Meeting Agendas, Presentations, Meeting Notes, the GLX Contract with the Design-Build (DB) Entity and other pertinent materials.</p> <p>As construction activity ramps up, GLX Progress Photos on Flickr will be updated twice per month to document conditions in the field. In addition, all communication materials will continue to promote and encourage website registration for GLX email updates.</p>
	<p>2. <b>GLX (Gov Delivery) Email Updates:</b> Group emails featuring construction updates and other important announcements will continue to be issued to the entire GLX database now totaling more than 5,400 recipients. As construction activities increase, it is anticipated that the frequency of email updates will increase significantly during peak periods.</p>
	<p>3. <b>GLX Info and GLX Hotline:</b> The <a href="mailto:info@glxinfo.com">info@glxinfo.com</a> email address and GLX 24-Hour Hotline 855-GLX-INFO (855-459-4636) will continue to be staffed and promoted in all GLX communication materials. Both methods of contacting the project offer the public a convenient way to send input and receive information on project activities on a real-time basis.</p>



4. **Automated-Calling:** In less frequent situations, where public notifications may be of an urgent and/or highly important nature, the GLX project will work closely with municipalities to potentially utilize automated calling capabilities. Should this feature be made available through municipalities, its anticipated use would be on a limited and highly selective basis.

In addition to leveraging the communication channels above, the GLX project will continue broadcast updates and announcements via the social/digital media channels available on the [MassDOT](#) and [MBTA](#) websites. For more information, please visit [www.greenlineextension.org](http://www.greenlineextension.org) or send us an email at [infor@glxinfo.com](mailto:infor@glxinfo.com).

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