

LOCAL TECHNICAL ASSISTANCE PROGRAM

COMMUNICATION WITH RESIDENTS & HANDLING COMPLAINTS

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NOVEMBER 6, 2024



Pennsylvania
Department of Transportation

Building Bridges



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SESSION BEING RECORDED

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Additionally, as a reminder by asking a question verbally you are also consenting to the recording, retention, and use of your statements.

Pennsylvania Local Technical Assistance Program

Providing:

Training

- In-Person & Virtual
- Road Shows

Technical Support Services

- Onsite
- Phone/email

- Website: www.gis.penndot.pa.gov/ltap

All Services
are FREE.

The screenshot shows the Pennsylvania Department of Transportation's Local Technical Assistance Program (LTAP) website. The header includes the Pennsylvania Department of Transportation logo and the text "LOCAL TECHNICAL ASSISTANCE PROGRAM". A navigation bar contains links for Home, LTAP Tools, My Tools, Administrative Tools, Reports, Help, and Sign out. The main content area features six green buttons: "My Training Schedule" (Upcoming training, completed training and completion certificates), "My Technical Assistance Requests" (Information on your current and past tech assist requests), "My User Data and Roads Scholar Status" (Update your user information, view Roads Scholar status, and print certificates), "Register for Training" (Classes, Drop-Ins, Webinars and Workshops), "Request Technical Assistance" (Have a technical expert evaluate your transportation issue and provide potential solutions), and "Resources and Technical Information" (Resources to assist with safety and maintenance topics). Below these buttons is the text "All services are free to municipalities". A section titled "LTAP Programs" includes links for About LTAP, Roads Scholar Program, LTAP Resources, Training Descriptions, and Why do I need an Account?. A yellow arrow points to the "About LTAP" link. On the right side, there is a photo of a road construction scene and a logo for "BUILD A BETTER MOUSETRAP INNOVATION CHALLENGE". Below that, a section titled "Upcoming Training" shows a schedule for "TRAFFIC SIGNALS BASICS (RS2-S33-D1) VIRTUAL, PA" on January 30th at 08:00 AM.

HANDOUTS ONLINE

- <https://gis.penndot.pa.gov/ltap/> - Training Descriptions
- Click on the course description and scroll to the bottom to download handouts.

Handout Upload:

Choose Files

No file chosen

Course Handouts: :

#	File Name	Date	Download	Delete
1	00.ClassWorkbook_2021-01-13.pdf	1/13/2021 10:23:00 AM		
2	01. Handout_ 1.pdf	1/13/2021 10:23:00 AM		

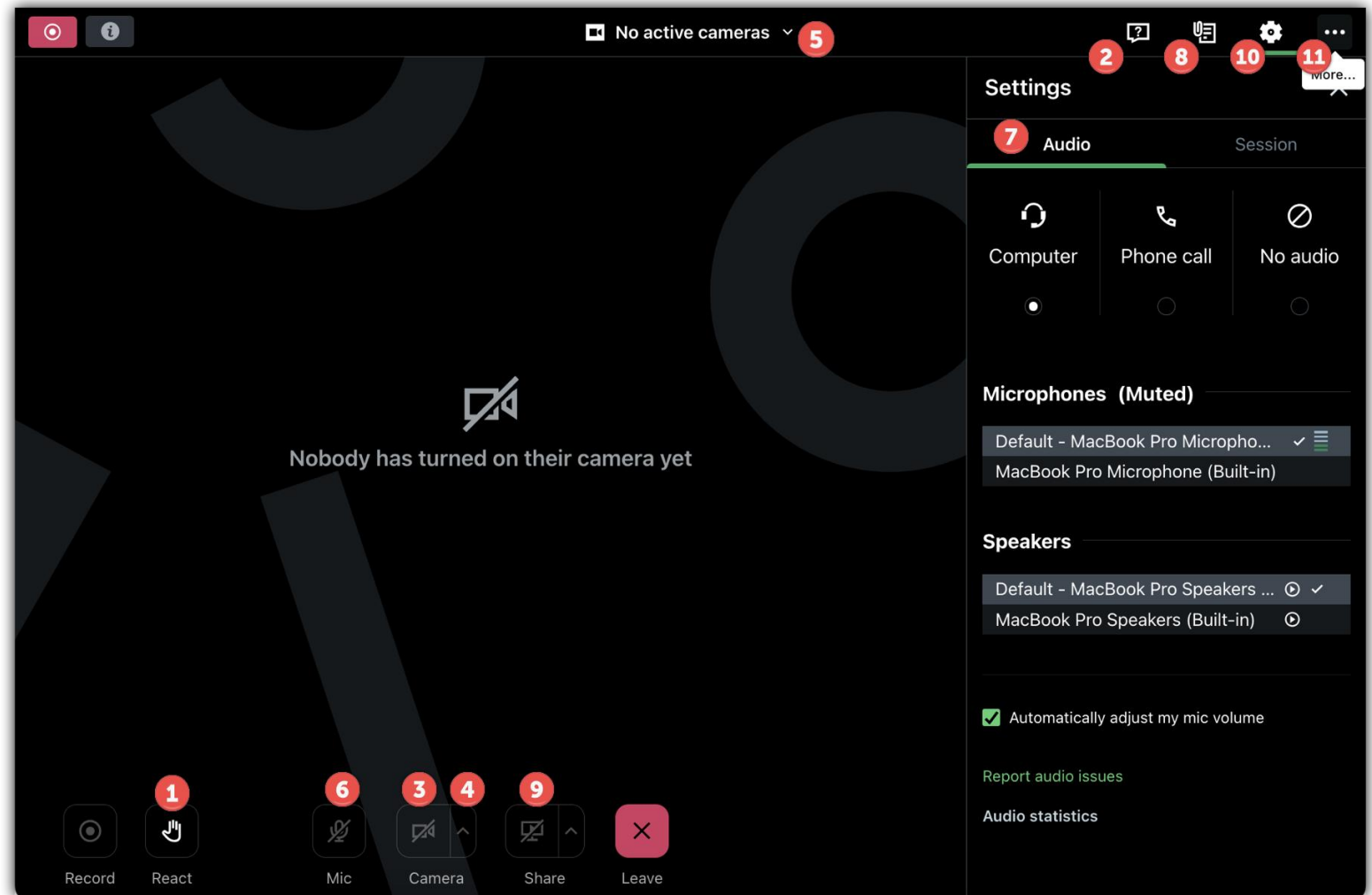
VIRTUAL IN-SESSION ATTENDEE GUIDE

Interact with the presenter/organizer:

(1) Reaction Emojis

(2) Use the Question/Chat icon to type your question/comment and send it to the staff/presenter.

(8) If materials have been shared such as handouts or PDF slides, you can access them through the Materials icon.



COMMUNICATING WITH RESIDENTS

- Old
- Young
- Tech Savvy



COMMUNICATING WITH RESIDENTS

- Websites
- Social Media
- Newsletters
- Electronic Signs
- Radio
- Television
- Utility Bill Inserts
- Postcards

COMMUNICATING WITH RESIDENTS

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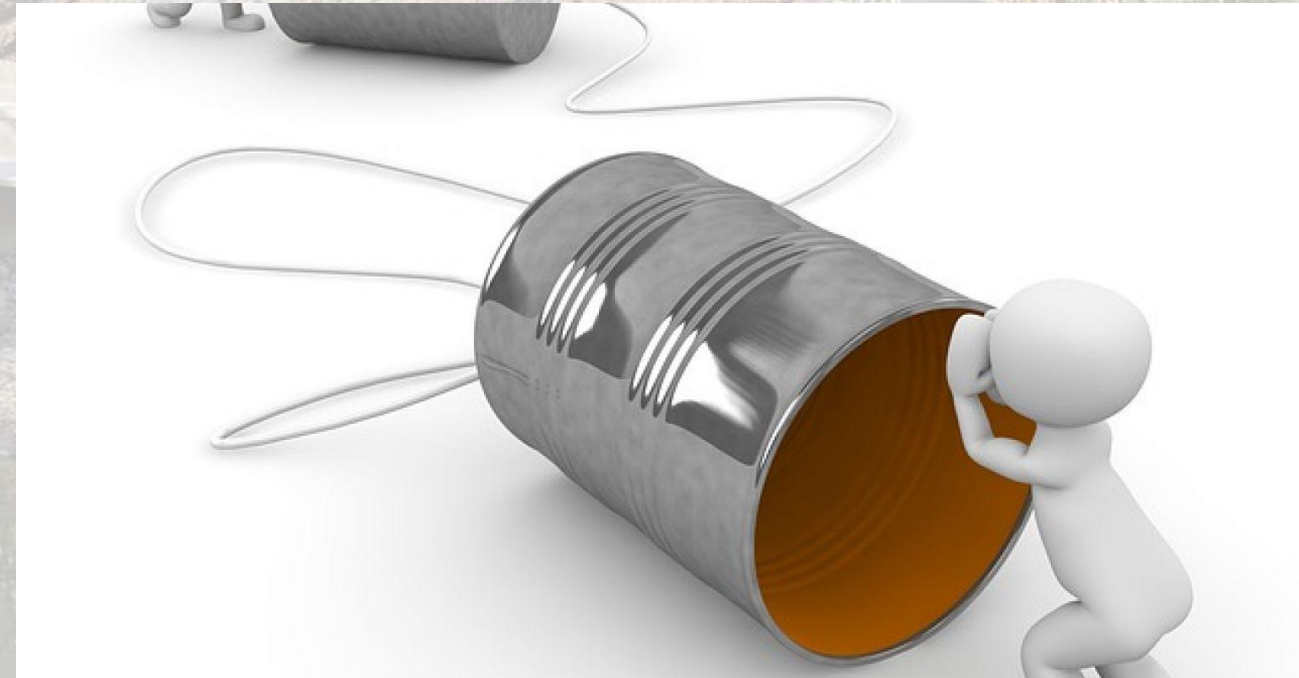
5Ws and 1H Framework

- Who?
- What?
- Where?
- When?
- Why?
- How?

COMMUNICATING WITH RESIDENTS

Principals of Communications

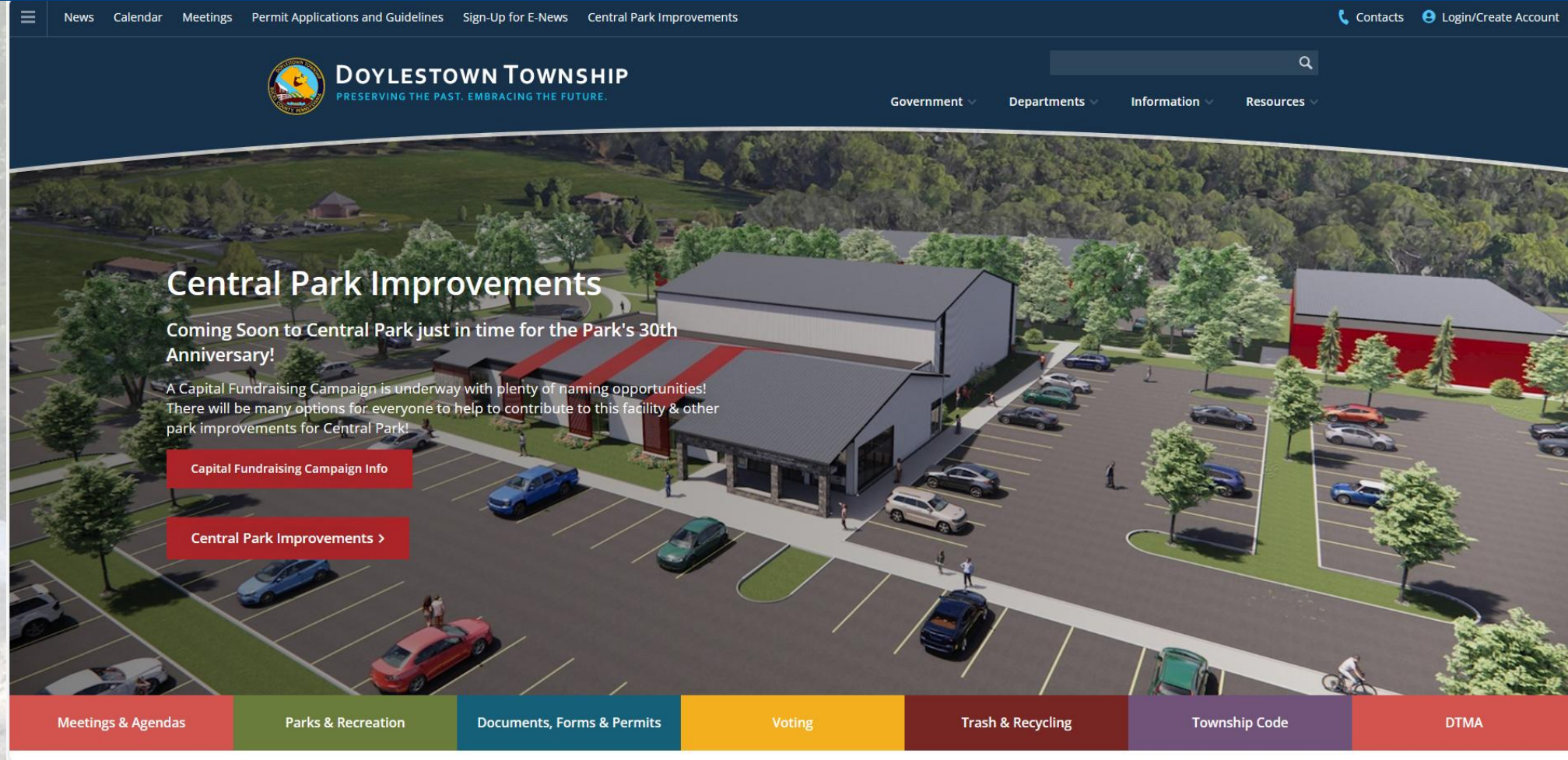
- Integrity
- Trust
- Respect
- Accountability
- Professionalism
- Inclusivity



**Messages must be clear, understandable,
and in plain language**

COMMUNICATING WITH RESIDENTS

Websites



COMMUNICATING WITH RESIDENTS

Social Media

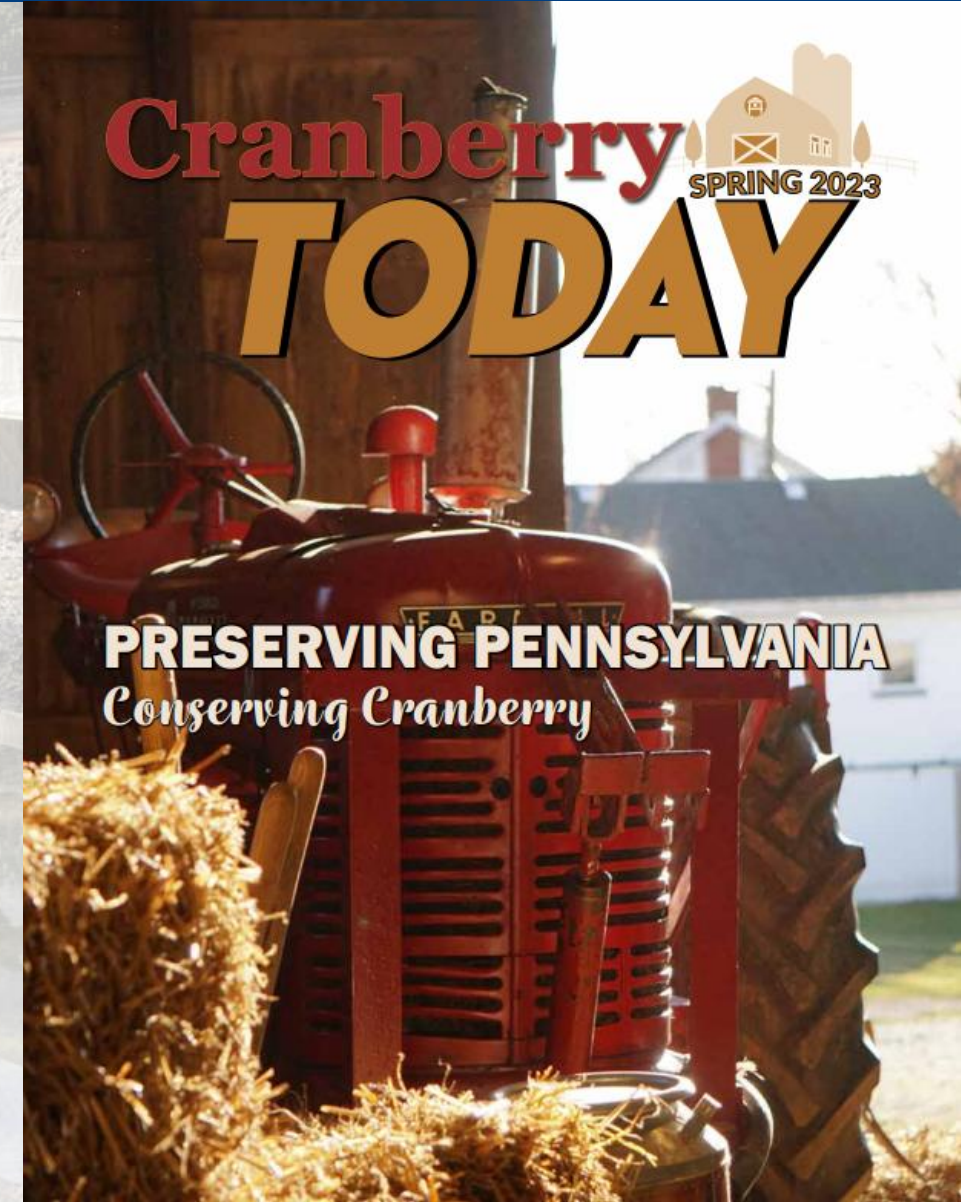
- Facebook
- Instagram
- X a.k.a. Twitter
- YouTube
- LinkedIn



COMMUNICATING WITH RESIDENTS

Newsletters

- Paper
- Electronic
- Feature Story
- News from Elected Officials
- Supervisor Commentary
- Park Updates
- Safety – Police, Fire, EMS
- Local Briefs
- Local Business News



COMMUNICATING WITH RESIDENTS

Electronic Signs

- Cheapest advertising
- Wi-Fi controlled
- PA CoStars Contract
032-E22-060 \$30,000
- LED Mobile Advertising



COMMUNICATING WITH RESIDENTS

Radio

- 30 second ad \$200 – 5,000/ week
- FM Radio more expensive
- Time of day
- Sirius XM



COMMUNICATING WITH RESIDENTS

Television

- Government access station PCN
- Available on all Pa cable systems
- <https://pcntv.com/>
 - Public meetings
 - Senior citizen programs
 - News & information
 - Sports
 - History
 - Weather



COMMUNICATING WITH RESIDENTS

Utility Bill Inserts

- Written matter distributed with utility bill
- Contain timely information
- People read them
- Bills get opened
- Green – piggybacking off of regular mail

IN THE PIPELINE March 2020

WATER TREATMENT
NEW ONLINE

**LATEST UPDATES
KEEP YOU INFORMED!**

RULES ON FA...
It's an easy mis-
gun or plate into
However, that
of...

COOL CUSTOMER: PORTAL HELPS TO TRACK WATER USAGE
The Township's water meter portal
gives in-depth data related to water
usage. Customers can compare usage
to other time periods, set usage
limits and alerts and get up-to-date
information that could help identify
leaks, breaks or excessive usage.
To sign up, visit:
CranberryTownship.org/WaterWater

OPTIONS AVAILABLE FOR STORMWATER RATE PAYMENT
The Township's new stormwater rate went into effect at the beginning of January. The
rate will help address increased stormwater requirements from the U.S. EPA and the
state's Department of Environmental Protection.
The line item on sewer, water and trash bills will cost a single family home \$3 per
month. Customers have the option of pre-paying the stormwater rate for the entire
year. In addition, customers are offered a \$1 per
month credit on their total utility bill for using e-billing
and autopay.
This can be done by contacting Customer Service
at 724-776-4906. Failure to pay the stormwater rate
could ultimately result in a lien placed on the property.

CRANBERRY Customer Service: 724-776-4906, Monday - Friday 7:30 AM - 5:00 PM
For after hours emergencies: 724-725-5464

COMMUNICATING WITH RESIDENTS

Postcards

- Quick & easy communication since 1861
- Eye-catching visuals
 - no envelope to open
- Utility notices
- 6" X 9" \$0.51 to mail

HELP US GET THE LEAD OUT



IN PARTNERSHIP WITH



Pennsylvania American Water is undertaking a project to identify what material each customer's water service line is made of – but we need your help. The project will consist of reviewing existing data and conducting field investigations such as the QR Code/Survey on the back. The information you provide will contribute to developing a public-facing web-based map showing this information.



COMMUNICATING WITH RESIDENTS

Are we required to “communicate” with residents?

- Second Class Township Code – “shall notify”
 - Trees & Shrubbery – notice
- PA Borough Code – “shall notify”
- Pesticide Hypersensitivity
 - 12 – 72 hours in advance
 - Within 500’
 - Listing does not prevent applications



COMMUNICATING WITH RESIDENTS

“Honesty is the best policy”

- Honest
- Trustworthy
- Demonstrate
 - Sincerity
 - Truthfulness

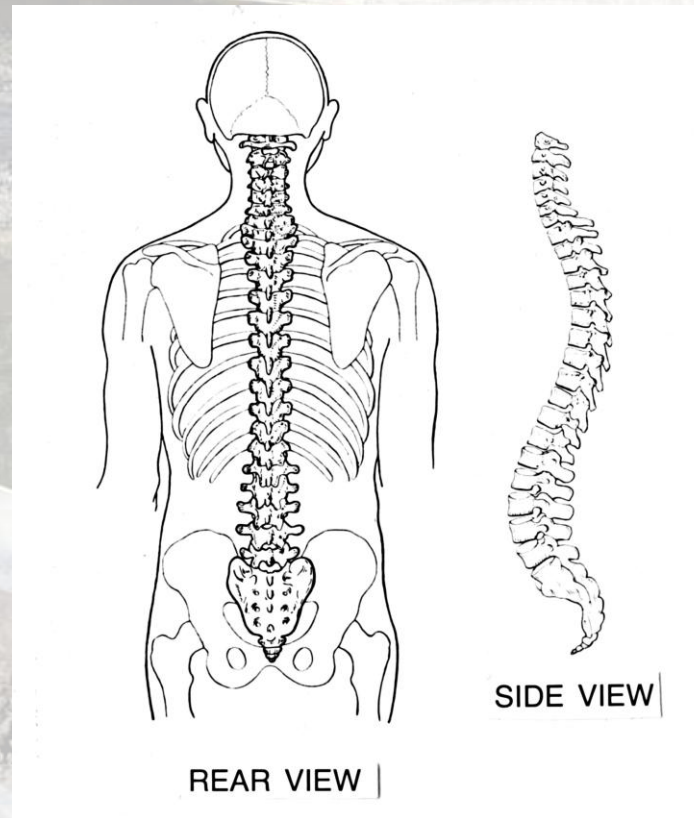
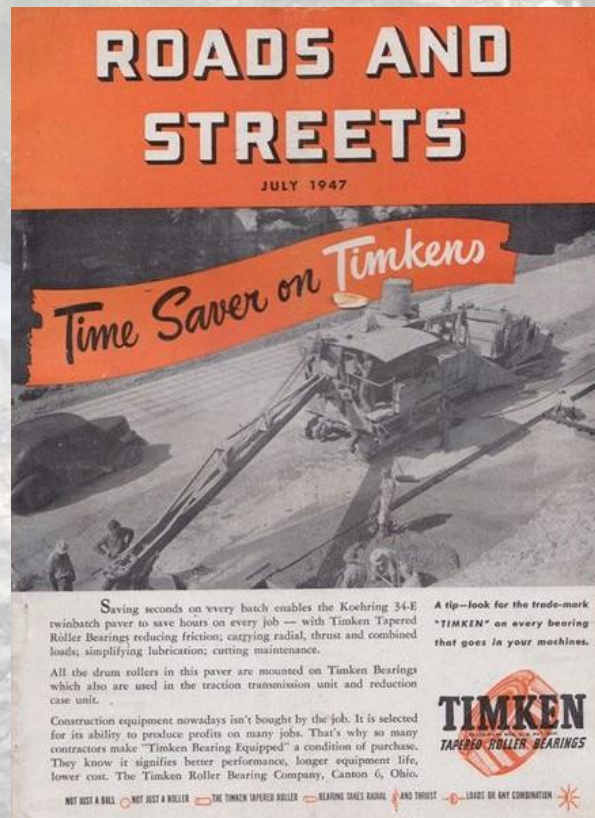


Honesty is the best policy. Honesty pays.

COMMUNICATING WITH RESIDENTS

Words to Work By

- *"Highway Superintendents with Backbone Needed"*
by A. H. Hinkle, 1924, Roads and Streets



COMMUNICATING WITH RESIDENTS

Hinkle wrote about various influences...

- Good influences
 - Stimulate him to do more & better work for the money he expends
 - Be a credit to himself as well as his community
 - Best possible condition of roads with limitations of funds & restrictions
- Bad influences
 - Criticized by greedy citizens for doing his duty
 - Citizens with selfish interests at the public's expense
- Test of his Backbone
 - Yield to selfish interests at the expense of the public - Jellyfish
 - Keep a stiff upper lip - do your duty - take the criticism

It is far better that you lose your position ...

Highway Superintendents with Backbone Needed

The highway superintendent, whether he be working for the state or county is in such a position that he is subjected to various influences both good and bad. The good influences are such as to stimulate him to do more and better work for the money he expends, or in other words to be a credit to himself as well as his community by maintaining the roads under his supervision in the best possible condition with the limitation of funds and other restrictions placed upon him. The public is expecting this from him. This is what they are paying him for. He will be criticised at times of course, for doing his duty. There are greedy citizens who unless they can have him serve their selfish interests at the public expense will criticise him. However, here is a test of his backbone. Will you yield to the demands of selfish interests when you know it is at the expense of the general public or will you keep a stiff upper lip do your duty and take the unjust criticism? If you yield to every selfish interest who howls and bellows the loudest by doing that which you know is unjust to the interest of the taxpayers who are paying you, then you are too much of a jelly fish to hold the responsible position entrusted to you. We must have highway superintendents with backbone. You will lose out occasionally by doing right it is true; but my experience is that not nearly so often as



HANDLING COMPLAINTS

- Be Available
- Listen & Keep Records
- Respond Promptly
- Filing Complaints



HANDLING COMPLAINTS

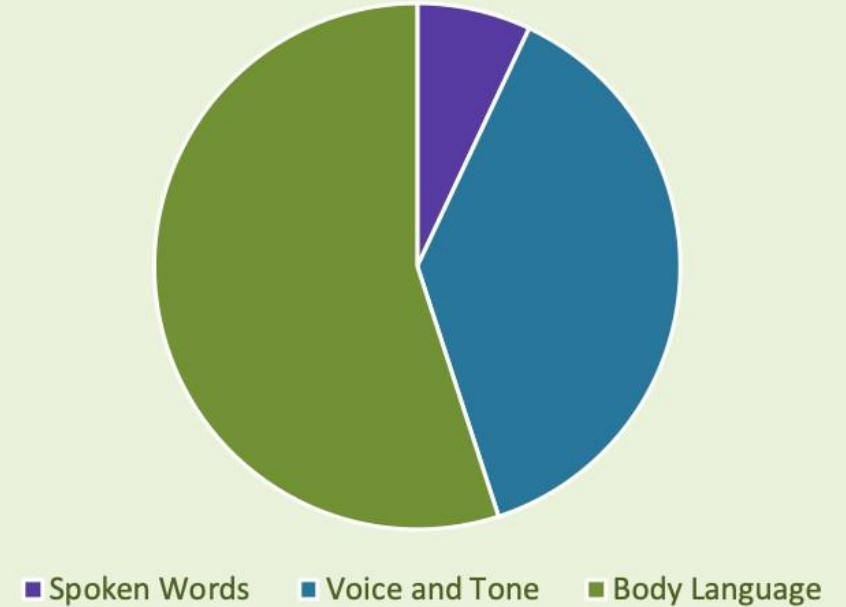
- Be Available
 - Public Meetings
 - Office Visits
 - Telephone Calls
 - Online Complaints



HANDLING COMPLAINTS

- Listen
 - Beware of Mehrabian's Communication Model 7-38-55
 - 7% words we use
 - 38% tone & voice
 - 55% body language – facial expressions
- Keep Records
 - Date, time, MOM, email

COMMUNICATION FACTORS



HANDLING COMPLAINTS

- Respond Promptly
 - Public Meetings
 - Office Visits
 - Telephone Calls
 - Online Complaints
 - Reference to laws, ordinances, specifications



COMPLAINTS OR INFORMATION

DOVER TOWNSHIP
2480 W. CANAL ROAD
DOVER, PA 17315
(717) 292-3634

FROM _____ DATE _____
ADDRESS _____ TIME _____
PHONE NUMBER _____ RECEIVED BY _____

DOES CALLER WANT RETURN NOTIFICATION? ____ YES ____ NO

NATURE OF COMPLAINT: ☐ HIGHWAY ☐ WATER ☐ RECREATION/PLAYGROUND EQUIP.
☐ SEWER ☐ TRASH ☐ FACILITIES ☐ POLICE
☐ CODE ENFORCEMENT / ZONING ☐ BLDGS & GROUNDS
☐ STORMWATER

ACTION TAKEN:

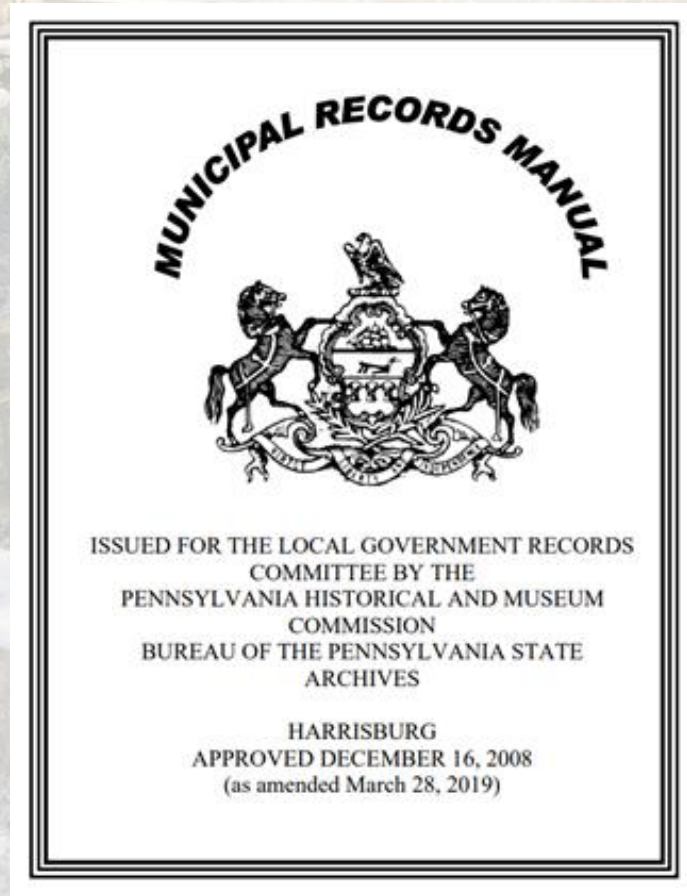
BY _____ DATE _____

DISTRIBUTION: WHITE / YELLOW / GOLD - SUPERVISOR

PINK - MANAGER

HANDLING COMPLAINTS

- Filing Complaints
 - Street Names
 - Address Files
 - Electronically
 - By Subject – Year
 - Record Retention



LIABILITY NEUTRAL LANGUAGE

- What not to say
- What not to do
- Words and phrases to avoid

Better	Insufficient
Clearly	Is needed
Concern	Mandatory
Danger/Dangerous	Obstacle
Deficient	Poor
Edge/Shoulder Drop off	Problem
Ensure	Require
Essential	Risk/Risky
Excessive	Shall
Hazard	Should
Hot Spot	Trap
Imperative	Unsafe
Inadequate	Worse

LIABILITY NEUTRAL LANGUAGE

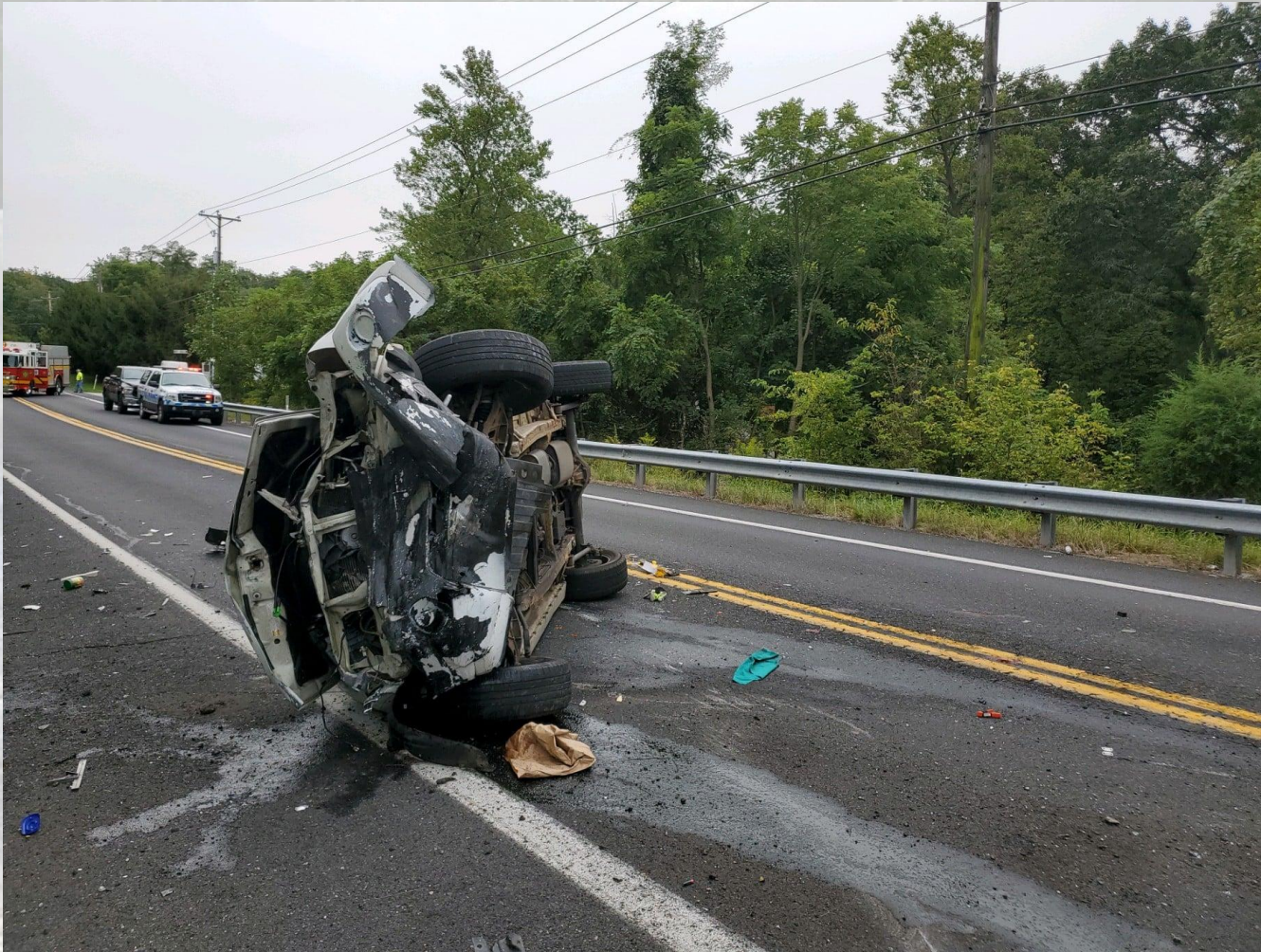
Reworking to be Liability Neutral

ROADWAY CLEAR ZONES GUIDANCE

- “On rural local streets and rural collector routes the clear zone ~~shall be 6 feet~~ provides a benefit to the driver. ~~and on.~~ On rural collectors the clear zone ~~shall~~ may be 11 feet.
- Rural local streets have a clear zone of 6 feet, subject to the geometrics of the road and engineering judgment.
- Where ~~hazards~~ objects are within the clear zone, guardrail or barrier wall ~~shall be provided~~ should be considered at least 6 feet off the traveled way.
- For urban sections, the clear zone is 4 feet from face of curb. On urban local streets the clear zone may be reduced to 2.5 feet ~~under unusual conditions~~ as determined with the application of engineering judgment.
- Documentation of any departure from this guidance by the roadway designer should be kept with the project file.”



LIABILITY NEUTRAL LANGUAGE



LIABILITY NEUTRAL LANGUAGE

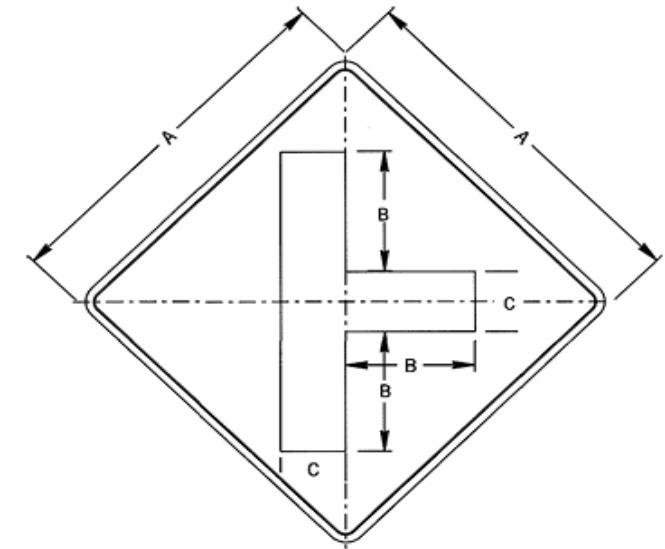


W2-2

SIDE ROAD SIGN

The Side Road Sign (W2-2) shall be authorized for use in advance of a side road intersection. Its use should be restricted to intersections with roads that are improved to such an extent that there is likely to be a fairly large volume of traffic entering the through route and where poor sight distance or obscured entrances make it advisable that the intersection be called to the motorists' attention.

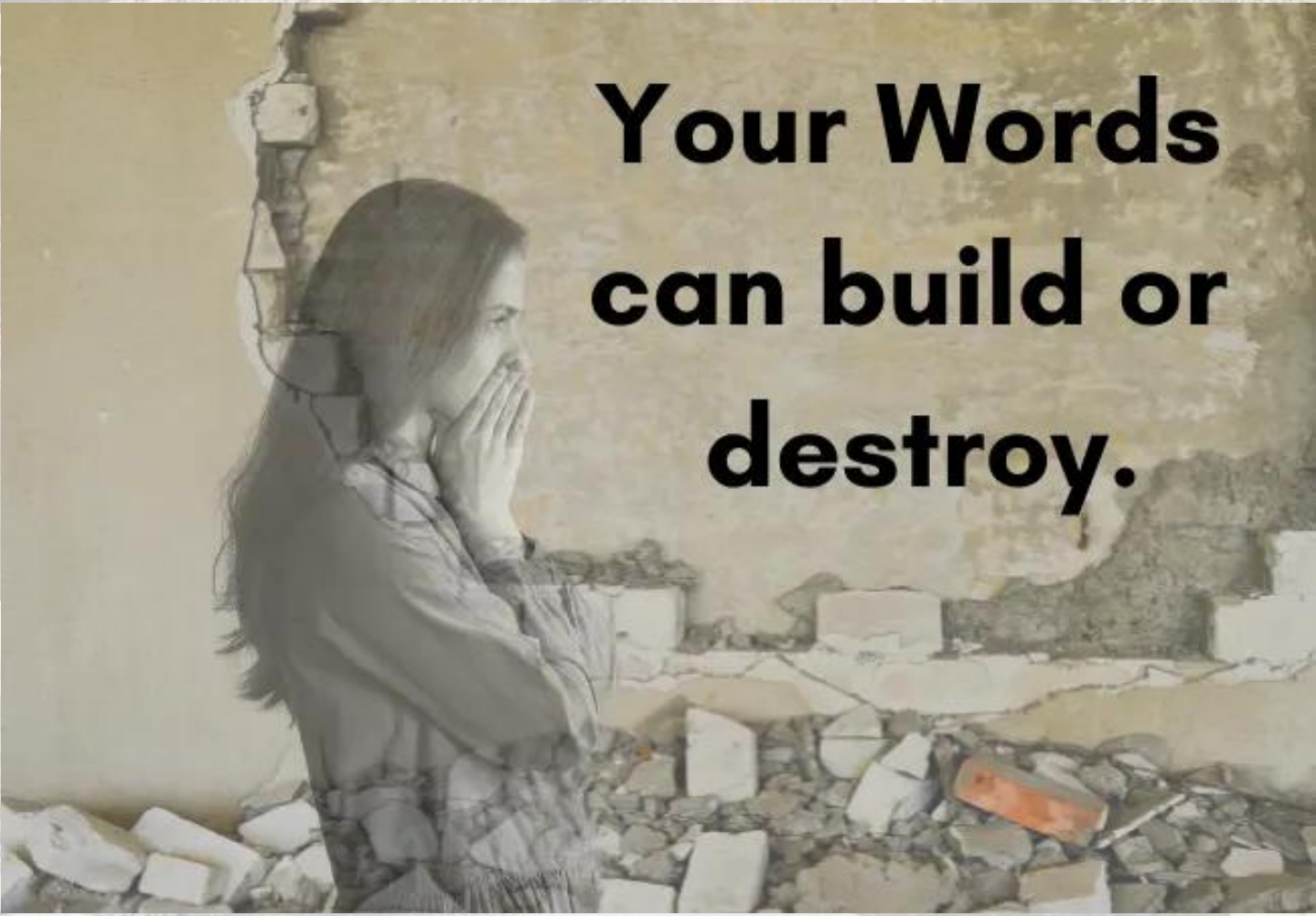
Too frequent use should be avoided. When an offset of two intersecting roads is more than 50', two side road signs should be used.



SIGN SIZE A x A	DIMENSIONS - IN				
	B	C	MAR- GIN	BOR- DER	BLANK STD.
18" x 18"	6	3	0.4	0.6	B3-18
30" x 30"	10	5	0.5	0.8	B3-30
36" x 36"	12	6	0.6	0.8	B3-36
48" x 48"	16	8	0.8	1.2	B3-48

LIABILITY NEUTRAL LANGUAGE

Be Sure to Taste Your Words Before You Spit Them Out



**Your Words
can build or
destroy.**

SUMMARY

- **Communicating with Residents**

- Websites, Social Media, Newsletters, Electronic Signs, Radio, TV, Bill Inserts, Postcards

- **Handling Complaints**

- Listen, Respond, File

- **Liability Neutral Language**

- What not to say
- What not to do

CONTACT LTAP

Address :

Pennsylvania Department of Transportation
Bureau of Planning and Research
400 North Street, 6th Floor
Harrisburg, PA 17120



Pennsylvania

Department of Transportation

Local Technical Assistance Program

www.pa.gov/penndot

Website: <https://gis.penndot.pa.gov/ltap/>

Phone: 1-800-FOR-LTAP

Fax: 717-783-9152

Email: ltap@pa.gov

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