

## **ROCKVILLE FTTP OUTREACH**

Verizon's planned efforts to communicate Verizon's fiber-to-the-premises build to Rockville residents:

- Both Verizon and the City of Rockville will each issue a press release to announce the council vote on Verizon's FTTP Project Agreement the morning after the council vote. Verizon and the city will each have the opportunity to review the other's release in advance.
- Issue a news release when the mayor and council approve the cable TV franchise agreement with Verizon.
- Work with the city communications staff on keeping Rockville's Web site, television channel and newsletter updated.
- Provide updates for Rockville's council support specialist and neighborhood resource coordinators.
- Send letter to HOAs, civic associations and neighborhood associations about 60 to 90 days prior to the start of construction offering to speak to homeowners and helping with newsletter articles.
- Issue press release when Verizon begins construction work in Rockville.
- Update Verizon Maryland Web site monthly with FTTP construction activity by street
- Place contractor signs at neighborhood entrance where buried construction work is underway – no marketing information on these signs.
- Place door hangers in neighborhoods with buried work 10 to 30 days in advance and a second door hanger 48 to 72 hours before the work begins with information on how to contact contractor with any questions or complaints.
- Place "post" construction door hangers after the construction work is complete with contractor contact information.