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Description of document: General Services Administration (GSA) each Media Strategy Plan or Media Strategy located in the GSA Office of Strategic Communications (OSC) 2015-2023

Requested date: June 2023

Release date: 13-June-2024

Posted date: 15-July-2024

Source of document: U.S. General Services Administration
FOIA Requester Service Center (LG)
1800 F Street, NW, 7308
Washington, DC 20405-0001
Fax: 202-501-2727
Email: gsa.foia@gsa.gov
[GSA FOIA Public Access Portal \(PAL\)](#)
FOIA.gov

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**FOIA Requester Service Center
Office of the General Counsel**

June 13, 2024

This is the U.S. General Services Administration's (GSA) final response to your request; GSA-2023-001431. Your request seeks the following records: A copy of each Media Strategy Plan or Media Strategy located in the GSA Office of Strategic Communications (OSC), particularly in the Media Affairs program office. I agree to limit this request to documents dated between January 1, 2015 and the present. I further agree to limit this request to records that can be located within a three our search time.

On June 8, 2023, you provided the following clarification; "I further agree to limit this request to records that can be located within a three HOUR search time. But I will agree to further limit the request to records that can be located within a two hour search time, within the Media Affairs program office of the GSA Office of Strategic Communications."

GSA has completed its search for records responsive to your request and located 665 pages. You are being provided with 139 pages released in part, 474 pages released in full and 52 pages withheld in full. Each exemption used to withhold information from the pages responsive to your request is indicated on the page (where appropriate) and listed below for your reference.

In processing your request, pursuant to the FOIA, 5 U.S.C. § 552(b)(5), GSA withheld portions of the responsive records which reflect the agency's deliberative process are considered pre-decisional in nature and/or attorney-client privileged communications.

In addition, GSA has withheld the names and email addresses of private individuals pursuant to the FOIA, 5 U.S.C. § 552(b)(6). Disclosure of this information would constitute a clearly unwarranted invasion of personal privacy.

GSA has considered the foreseeable harm standard, which was codified by the FOIA Improvement Act of 2016, and the Attorney General's guidance, when processing these records.

This completes our action on this FOIA request. If you are not satisfied with our response to your request, you may file an administrative appeal at GSA's Public Access

U.S. General Services Administration
1800 F Street NW
Washington, DC 20405
www.gsa.gov

Link (pal.gsa.gov), by email to GSA.FOIA@gsa.gov, or in writing to the following address:

U.S. General Services Administration
FOIA Requester Service Center (LG)
1800 F Street, NW
Washington, DC 20405

Your appeal must be postmarked or electronically transmitted within 90 days of the date of the response to your request. In addition, your correspondence must contain a brief statement regarding the basis of your appeal. Please enclose a copy of your initial request and this response letter. Both the appeal letter and envelope or online appeal submission should be prominently marked, "Freedom of Information Act Appeal."

You may contact the GSA FOIA Public Liaison, David Eby at (202) 213-2745 or by email at david.eby@gsa.gov for any additional assistance and to discuss any aspect of your FOIA request.

Additionally, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The contact information for OGIS is as follows: Office of Government Information Services, National Archives and Records Administration, 8601 Adelphi Road-OGIS, College Park, Maryland 20740-6001, email at ogis@nara.gov; telephone at (202) 741-5770; toll free at (877) 684-6448; or facsimile at (202) 741-5769.

Sincerely,

/s/

Amanda Jones
FOIA Program Manager
Senior Assistant General Counsel
Office of the General Counsel
General Services Administration

Calexico West Land Port of Entry Phase 1 Groundbreaking Ceremony Communications Plan



Date: November 12, 2015

12:30 p.m. - Speakers arrive at the port and will be bussed to the Port

1:00 p.m. - Speaker's Tour of the Port

1:30 p.m. - Groundbreaking Photo Opportunity at the Port (with media)

2:00 p.m. Community Celebration at the Carmen Durazo Cultural Arts Center located at 421 Heffernan Ave.

Rollout

Date - Media Advisory

Date - News Release

About the Calexico Land Port of Entry Expansion Project

The Calexico LPOE is the main border crossing linking the important Imperial Valley agricultural industry to the State of Baja California. The port processes about 15,000-20,000 northbound vehicles and 20,000 northbound pedestrians daily. The existing facilities are undersized relative to existing traffic loads and obsolete in terms of inspection officer safety and border security. The space required to accommodate modern inspection technologies is not available in the existing facility. To increase vehicle and pedestrian capacity and support the Department of Homeland Security's ability to conduct its rapidly changing mission, GSA is reconfiguring and expanding the existing port.

(b)(5)

Invited Speakers

Prefix	First Name	Last Name	Title	Agency	RSVP
Mr.	Dan	McMahon	Regional Administrator (Master of Ceremonies)	U.S. General Services Administration	Confirmed
The Honorable	Juan	Vargas	Representative	U.S. Congress	Confirmed
The Honorable	Gil	Kerlikowske	CBP Commissioner	U.S. Customs & Border Protection	Confirmed
The Honorable	Joong	Kim	Mayor	City of Calexico	Confirmed
The Honorable	Francisco	Vega de Lamadrid	Governor	State of Baja California	Confirmed
Mr.	William	Ostick	U.S. Consul General to Tijuana	US Consulate	Confirmed
Mr.	Carlos	Flores Vizcarra	Consul of Mexico to Calexico	Mexican Consulate in Calexico	Confirmed
The Honorable	Ben	Hueso	California State Senator	CA Senate	Regrets
Mr.	Peter	Busby	Managing Director, Principal,	Perkins+Will	Confirmed
Mr.	Chris	Chacon	Operations Manager,	Hensel Phelps	Confirmed
Ms.	Caridad	Sanchez	Director for San Diego and Imperial Counties,	Office of Senator Barbara Boxer	Confirmed
The Honorable	Jaime	Diaz Ochoa	Mayor	City of Mexicali	Confirmed
The Honorable	Jerry	Brown	Governor	State of California	Regrets
The Honorable	Dianne	Feinstein	Senator	U.S. Congress	Regrets
The Honorable	Denise	Turner Roth	Administrator	U.S. General Services Administration	Regrets

Press Plan

Media advisory and news release to targeted regional media and contacts recommended by GSA, CBP and the U.S. Consulate.

Top Message

- The United States and Mexico share more than just a physical border. Our land ports of entry play a vital role, in not only the security of our nation, but also in facilitating economic trade and prosperity, cultural exchange, and connecting families and binational communities, and the economic impact of border wait times on the bi-national economy.
- Our land ports and their associated projects play an important role in stimulating the local economy through job creation and the employment of small businesses.
- Land ports of entry in these neighboring communities play a crucial role in achieving bi-national goals, which makes it essential to have a modernized port infrastructure in place, to not only support current requirements, but also capacity and security projections for the next 10, 20, and even 30 years.

Media Advisory

November 5, 2015

Contact: Traci Madison (GSA): 415-581-1788
(b)(6) (CBP) (b)(6)

GSA, CBP Break Ground on Calexico West Land Port of Entry Phase 1 Project

CALEXICO, Calif. — The U.S. General Services Administration (GSA) and the U.S. Customs and Border Protection (CBP) will host a groundbreaking ceremony on Thursday, November 12, 2015 to celebrate the start of construction for Phase 1 of the Calexico West Land Port of Entry project.

The celebration will consist of two parts: a groundbreaking photo opportunity with the event speakers at the old commercial port site at 1:30 p.m., and a community celebration at the Carmen Durazo Cultural Arts Center at 421 Heffernan Ave. at 2 p.m. The community celebration will feature brief remarks from a number of distinguished guest speakers, including federal, state and local government leaders, as well as representatives from the project architect and general contractor.

The Calexico LPOE is the main border crossing linking the important Imperial Valley agricultural industry to the State of Baja California. On an average day, more than 15,000 privately operated vehicles and nearly 20,000 pedestrians enter the U.S. through the Calexico Land Port of Entry. To increase vehicle and pedestrian capacity and support the Department of Homeland Security's ability to execute its rapidly changing mission, GSA is reconfiguring and expanding the existing port.

Phase 1 will include the construction of privately owned vehicle inspection facilities, new southbound lanes into Mexico, and a new head house to provide supervision and services to the non-commercial vehicle inspection area. The project will increase operational space, reduce traffic congestion, and create a safe environment for port employees and border crossers alike.

WHAT: Groundbreaking Photo Opportunity will be at 1:30 pm. Reporters should arrive at the old commercial facility located west of the downtown port at the intersection of Second Street and Cesar Chavez Blvd no later than 1:10 pm.

Community Celebration will be held at the Carmen Durazo Cultural Arts Center located at 421 Heffernan Avenue at 2:00 p.m.

WHEN: Thursday, November 12, 2015

WHO: U.S. Congressman Juan Vargas, California's 51st District
Mayor Joong Kim, City of Calexico
Governor Francisco Vega de Lamadrid, State of Baja California
Mr. William Ostick, U.S. Consul General in Tijuana
Mr. Carlos Flores Vizcarra, Consul of Mexico to Calexico
Mr. Pete Flores, San Diego Director of Field Operations, U.S. Customs and Border Protection
Ms. Caridad Sanchez, Director for San Diego and Imperial Counties, Office of Senator Barbara Boxer
Mr. Peter Busby, Managing Director/Principal, Perkins+Will
Mr. Steve Grauer, Vice President/Western District Manager, Hensel Phelps
Regional Administrator Andrew McMahon, U.S. General Services Administration

Reporters are to RSVP to (b) (6) @cbp.dhs.gov no later than Monday, November 9th, by 4 p.m.

###

News Release:

November 12, 2015

Contact: Traci Madison (GSA): (415) 264-9401
(b)(6)

Binational Community Celebrates Start of Calexico West Land Port of Entry Expansion Project

CALEXICO, Calif.-- Today, the U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) hosted a groundbreaking ceremony to commemorate the start of Phase 1 of the Calexico West Land Port of Entry (LPOE) modernization and expansion project. Guests from both the U.S. and Mexico joined GSA, CBP, and a number of distinguished guest speakers, including federal, state and local government leaders, in celebrating the start of construction.

The Calexico West Land Port of Entry (LPOE) is the third busiest land port in California, with 4 million northbound vehicles and 4.2 million pedestrians crossing each year. The current facility's physical infrastructure, built in 1974, is undersized relative to existing traffic loads. To increase vehicle and pedestrian capacity and support the Department of Homeland Security's ability to execute its rapidly changing mission, GSA is reconfiguring and expanding the existing port.

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Key Facts:

The downtown Calexico LPOE serves privately-owned vehicle (POV) and pedestrian traffic into and out of the Baja California city of Mexicali.

- Location: 200 East First Street Calexico, CA 92231
- Project size: ~ 325,172 Gross Square Feet (including Canopies) ~ 16.5 Acres (Project Area)
- Phase 1 Funding: Approximately \$98 Million
- Primary Tenants: U.S. Department of Homeland Security - Customs and Border Protection (CBP)
U.S. Department of Homeland Security - Immigration and Customs Enforcement (ICE)

Project Details:

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Overall Project Objectives:

(b) (5)

(b)(5)



GSA Pacific Rim Regional Administrator Andrew McMahon:

“It’s through projects like this that GSA has made great strides in modernizing our nation’s federal infrastructure. This project will not only speed the processing of personal vehicles and pedestrians; it will also play an important role in stimulating the local economy through job creation and the employment of small businesses.”

Mr. Pete Flores, San Diego Director of Field Operations, U.S. Customs and Border Protection:

“CBP remains committed to improving the security and facilitation of traffic at the Calexico ports of entry. The implementation of modern technology, lane segmentation, traffic management strategies, and intelligence-driven operations maintains a secure border and promotes a steady flow of traffic; but infrastructure remains vitally important to our mission. This new construction in Calexico will be beneficial to our operations and to the cross-border community as a whole.”

Speakers at the celebration event included: Congressman Juan Vargas; Mayor of Calexico Joong Kim; Governor Francisco Vega de Lamadrid, State of Baja California; Mayor of Mexicali Jaime Diaz Ochoa; Mr. William Ostick, U.S. Consul General in Tijuana; Mr. Carlos Flores Vizcarra, Consul of Mexico to Calexico; Mr. Pete Flores, San Diego Director of Field Operations, U.S. Customs and Border Protection; Ms. Caridad Sanchez, Director for San Diego and Imperial Counties, Office of Senator Barbara Boxer; Mr. Peter Busby, Managing Director/Principal, Perkins+Will; Mr. Chris Chacon, Operations Manager, Hensel Phelps; and Regional Administrator Andrew McMahon, U.S. General Services Administration.

###

U.S. General Services Administration

The mission of GSA is to deliver best value in real estate, acquisition and technology services to government and the American people. The agency delivers this commitment through six priority areas that include: delivering better value and savings; serving our partners; expanding opportunities for small businesses; creating a more sustainable government; leading with innovation; and building a stronger GSA.

U.S. Customs and Border Protection

U.S. Customs and Border Protection is the unified border agency within the Department of Homeland Security charged with the management, control and protection of our nation's borders at and between the official ports of entry. CBP is charged with keeping terrorists and terrorist weapons out of the country while enforcing hundreds of U.S. laws.

Social Media

Facebook

- Today we celebrate the start of Phase I of the Calexico West Land Port of Entry. Follow us on twitter as we live tweet from today's event starting at 2 p.m. PST. *(Link to twitter feed)*

Tweets

Grauer-- @HenselPhelps

Busby- @perkinswill_SF

Juan Vargas- @RepJuanVargas

Kerlikowske- @CustomsBorder

Vizcarra- @ConsulMexCal

#CalexicoLPOE

#groundbreaking

#Calexico

#Mexicali

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- Electronic media kit including news release for #CalexicoLPOE Phase 1 groundbreaking at <http://go.usa.gov/cgmkd>

(b)(5)

- RA Andrew McMahon kicks off the #CalexicoLPOE groundbreaking ceremony (PHOTO)
- We have shovels in the dirt at #CalexicoLPOE! (PHOTO) <http://go.usa.gov/cgmQ5>

Snapshot:

Location

200 East First Street Calexico, CA 92231

Funding Status

Project Design - Fully Funded
Phase 1 - Fully Funded
Phase 2 - Unfunded

Facility Size (Planned)

~ 325,172 Gross Square Feet (incl Canopies)
~ 16.5 Acres (Project Area)

Project Cost

~ \$370 Million (Phase 1 & 2)
Phase 1: \$98 Million

Project Phasing & Completion Schedule

General Contractor Award: July 2015

Phase 1: Southbound Vehicle Bridge, Northbound Vehicle Inspection and Headhouse: August 2015 – January 2018

Phase 2: Old Port Building Demolition, Northbound Pedestrian Inspection Facility, Administrative Offices and Parking Structure: Date TBD

Project Overview

The Calexico Land Port of Entry (LPOE) is the main border crossing linking the important Imperial Valley agricultural industry to the State of Baja California. The port processes about 15,000-20,000 northbound vehicles and 20,000 northbound pedestrians daily. The existing pedestrian and vehicle inspection facility, built in 1974, cannot accommodate existing traffic loads and security requirements.

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**Primary Tenants**

U.S. Department of Homeland Security - Customs and Border Protection (CBP)

U.S. Department of Homeland Security - Immigration and Customs Enforcement (ICE)

Energy & Sustainability Goals

As a Design Excellence project, GSA is incorporating sustainable features aimed to minimize the port's overall environmental impact. Originally designed in 2007 to meet the United States Green Building

Council (USGBC) Leadership in Energy and Environmental Design (LEED®) criteria for a LEED Silver rating, the project management team is working to further increase the port's sustainability to achieve a LEED Gold rating instead.

Energy & Sustainability Features

Energy

Solar photovoltaic system
Solar thermal hot water system
Earth bermed Administration Building system
Building orientation and windows

Water

Ultra-low flow fixtures
Rainwater pervious surfaces, gabion walls
Xeriscape landscaping (drought tolerant plants)

Architect

Perkins+Will, Inc.

General Contractor

Hensel Phelps

Construction Management

Jacobs Technology, Inc.

Potential Q&A

Background Information

The Calexico West Land Port of Entry (LPOE) is the third busiest LPOE in California, where 4 million northbound vehicles and 4.5 million pedestrians cross each year. The facility's physical infrastructure, built in 1974, is undersized relative to existing traffic loads.

The downtown Calexico LPOE serves privately-owned vehicle (POV) and pedestrian traffic into and out of the Baja California city of Mexicali.

Calexico LPOE Phase 1

Phase 1 will provide additional vehicular throughput, both northbound and southbound. Ten new northbound inspection lanes and five new southbound inspection lanes will be developed. The southbound lanes developed during Phase 1 will be paved with asphalt; permanent southbound inspection facilities such as inspection islands, booths, and canopy will be deferred until Phase 2. Phase 1 also includes secondary inspection areas serving the new northbound and southbound lanes, as well as a headhouse (command center) and a bridge carrying southbound traffic across the New River before entering Mexico.

Schedule:

Phase 1 Construction Contract Award: September 2015

Groundbreaking: November 2015

Construction duration will be 24 - 30 months

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Approvals

R9 PAO:aph

LPOE Program Manager:alk

R9 PBS: DRB

R9 Comms Supervisor: TW

PBS: AHA (via comments in the doc): 6/3/20; 2:18 PM

OCIA:

OSC:

CALEXICO WEST LAND PORT OF ENTRY – COMMUNICATIONS PLAN – PHASE 2A CONSTRUCTION

As of June 3, 2020

POCs:

- **R9 RA:** Tom Scott
- **R9 PBS RC:** Dan R. Brown
- **R9 LPOE Program Manager:** Anthony Kleppe
- **Project Manager:** Robert Smith
- **Region 9 PAO:** Andra Higgs
- **LPOE Communications Specialist:** Javier Fernandez

Request Approval of:

1. Press Release
2. Social Media
3. Targeted interviews with GSA subject-matter experts

Executive Summary

The Calexico West Land Port of Entry is the main border crossing that links the Imperial Valley (Imperial County, Calif.) agricultural industry to the state of Baja California, Mexico. The port processes 15,000-20,000 northbound vehicles and 20,000 northbound pedestrians daily. To increase vehicle inspection and processing capacity, and provide continued support to assigned federal agencies, GSA's Phase 2A construction project modernizes and expands the Calexico West LPOE by adding six additional northbound non-commercial vehicle inspection lanes and inspection booths with an associated secondary inspection facility, five southbound non-commercial vehicle inspection lanes with canopies and inspection booths, a new administration building, and an employee parking. Critical facilities of this LPOE, built in 1974, are functionally obsolete. Modernization and expansion accommodates current border security requirements and changing traffic loads while building on completed Phase 1 construction that delivered a new head house, 10 northbound POV inspection lanes and a southbound bridge across the New River (in 2018). Replacement of the pedestrian inspection building remains unfunded and will be constructed contingent upon receipt of future appropriations and authorizations.

The project will optimize life-cycle costs through energy efficiencies to ensure facility resilience within an extremely harsh climate while maximizing value to the U.S. taxpayer. On April 24, 2020, GSA awarded a construction services option under a Construction Manager as Contractor (CMc) to Hensel Phelps Construction Company.

Communication Plan Strategic Intent

- Alert key officials, civic and business communities of Phase 2A construction activities

- Community outreach and awareness of construction project
- Provide accurate information for media reporting to the general public
- Alert traveling public of future construction impacts/shifts of vehicular traffic patterns

Talking Points

- Phase 2A construction increases operational space, reduces vehicle traffic congestion
- Provides CBP with modernized, expanded facilities to conduct its operational mission
- GSA's continued service as mission-enabler for partner federal agencies
- Construction for improvements, expansion of infrastructure at the Calexico West LPOE
- Phase 2A replaces 1970s-era infrastructure at the port
- Modernized, expanded infrastructure meets CBP/fed agencies evolving mission needs
- Enhanced border-crossing experience contributes to region's economic development

Media Outreach

GSA will use a combination of news release, social media, interviews, media inquiry responses to announce Phase 2A construction.

- **Media Products**
 - Press release
 - English-, Spanish-language interviews (as necessary)
 - Social media
- **Media Range**
 - California (media outlets in San Diego, Calexico and Mexicali)
 - Baja, California, Mexico (including Mexicali, Ensenada)
 - Targeted media outlets include print, television and radio (English and Spanish)
- **Press Release**

GSA's protocol distributes bilingual (English and Spanish) press releases to targeted communities in coordination with CBP, and the U.S. Department of State Consulate in Tijuana (for distribution to local Mexican news media outlets). GSA also regularly accommodates interview requests with subject-matter experts in English and Spanish.
- **Fact Sheet**

GSA's fact sheet for the Calexico West LPOE is located [here](#).

Communication Partners

- DHS - CBP
- State Department Consulate - Tijuana



U.S. Customs and
Border Protection

Press Release

U.S. General Services Administration
U.S. Customs and Border Protection

FOR IMMEDIATE RELEASE

June 8, 2020

Andra Higgs (GSA), andra.higgs@gsa.gov
Phone: (415) 436-8778

(b)(6)

[@cbp.dhs.gov](mailto:cbp.dhs.gov)

Phone: (b)(6)

GSA, CBP Start Phase 2A Construction at Calexico West Land Port of Entry *\$191M of major improvements set for Imperial Valley facility first built in 1970s*

CALEXICO, Calif. – The U.S. General Services Administration and the U.S. Department of Homeland Security – Customs and Border Protection announced the June 15 start of Phase 2A construction at the Calexico West Land Port of Entry (LPOE), continuing essential modernization and planned expansion that replaces existing infrastructure originally built in 1974.

The \$191 million modernization and expansion project will support CBP and other federal agencies mission requirements by expanding non-commercial vehicle inspection processing and inspection capacity. Upon completion in Spring 2023, the list of major improvements will include:

- Construction of a new administration building
- Increased vehicle secondary canopy inspection areas from nine to 16
- Expansion of new northbound vehicle lanes from 10 to 16
- New five new southbound vehicle lanes, inspection booths, and canopy
- New vehicle seizure lot
- Addition of a secure employee parking area

The Calexico West LPOE is the main border crossing that links the Imperial Valley (California) agricultural industry to the state of Baja California, Mexico. The port processes 15,000-20,000 northbound vehicles and 20,000 northbound pedestrians daily.

During Phase 2A construction, travelers in vehicles should anticipate and plan for intermittent traffic impacts but, the port will remain operational during the project.

A total of \$103.4 million was proposed in the Fiscal Year 2022 President's budget request to Congress for the final Phase 2B construction of a new pedestrian processing building with an expanded number of northbound pedestrian inspection lanes, demolition of legacy facilities and significant earthwork. The planned replacement of the port will be completed once the project budget is appropriated for a future fiscal year.

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For additional information, visit the Calexico West LPOE [webpage](#).

U.S. General Services Administration:

"The modernization and expansion project at Calexico is good for the regional and national economy and benefits the traveling public," said GSA's Pacific Rim Regional Administrator Tom Scott. "Delivered in collaboration with CBP, this project phase will improve border security and add more processing facilities for the travelers in vehicles."

U.S. Customs and Border Protection:

"Modernizing our port of entry infrastructure will keep our economy moving forward and provide a secure facility that welcomes travelers to the U.S., and citizens home," said Pete Flores, CBP's director of field operations in San Diego. "We look forward to the next phase of construction and working together with GSA to make it happen."

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U.S. General Services Administration

The mission of GSA is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across the government.

U.S. Customs and Border Protection

CBP's Office of Field Operations is the primary organization within Homeland Security tasked with an anti-terrorism mission at our nation's ports. CBP officers screen all people, vehicles, and goods entering the United States while facilitating the flow of legitimate trade and travel. Their mission also includes carrying out border-related duties, including narcotics interdiction, enforcing immigration and trade laws, and protecting the nation's food supply and agriculture industry from pests and diseases.



U.S. Customs and
Border Protection

Comunicado de Prensa

Administración de Servicios Generales de los EE. UU.
Oficina de Aduanas y Protección Fronteriza de los EE.
UU.

PARA PUBLICACIÓN INMEDIATA

8 de junio de 2020

Andra Higgs (GSA), andra.higgs@gsa.gov

Teléfono: (415) 436-8778

(b)(6)

[@cbp.dhs.gov](mailto:cbp.dhs.gov)

Teléfono: (b)(6)

GSA y CBP dan inicio a la Fase 2A de Construcción en el Puerto de Entrada Terrestre de Calexico Oeste

*\$191MDD en mejoras importantes para las instalaciones de Imperial Valley construidas en la
década de los 70's*

CALEXICO, Ca. – La Administración de Servicios Generales de Estados Unidos (GSA por sus siglas en inglés) y el Departamento de Seguridad Nacional de Estados Unidos –Oficina de Aduanas y Protección Fronteriza (CBP), anunciaron el inicio de la Fase 2A de construcción en la Garita Terrestre de Calexico Oeste el próximo 15 de junio, continuando la modernización esencial y la expansión planeada que reemplazará la infraestructura actual, construida originalmente en 1974.

El proyecto de modernización y expansión con un valor de \$191 millones de dólares apoyará los requerimientos de las misiones de CBP y otras agencias federales, expandiendo la capacidad de procesamiento e inspección de vehículos no comerciales. Una vez completado el proyecto en la primavera de 2023, la lista de mejoras importantes incluye:

- Construcción de un nuevo edificio administrativo.
- Aumentar las áreas cubiertas de inspección secundaria de vehículos de 9 a 16.
- Expandir los carriles vehiculares en dirección norte de 10 a 16.
- Agregar 5 nuevos carriles para vehículos, casetas de inspección y área cubierta para viajeros en dirección sur.
- Una nueva área segura de estacionamiento para empleados

La garita Calexico Oeste es el principal cruce fronterizo que conecta a la industria agrícola del Valle Imperial en California con el estado de Baja California. La garita procesa diariamente de

15,000 a 20,000 vehículos y alrededor de 20,000 peatones viajando en dirección norte.

Durante la Fase 2A de construcción, personas viajando en vehículo deben anticipar y considerar demoras intermitentes en el tráfico, pero la garita permanecerá operando durante el proyecto.

Un total de \$99.7 millones de dólares fue propuesto en la solicitud de presupuesto para el Año Fiscal 2021 por el Presidente al Congreso de los Estados Unidos, para la fase final de la construcción 2B de un nuevo edificio de procesamiento de peatones, con un número expandido de carriles de inspección de peatones viajando en dirección norte, demolición de instalaciones antiguas y excavaciones considerables. El reemplazo planificado de la garita será completado una vez que el balance del presupuesto del proyecto sea adjudicado en un próximo año fiscal.

La Fase 1, completada en septiembre de 2018, incluyó:

- Construcción de instalaciones de inspección de vehículos de propiedad privada.
- Nuevos carriles para vehículos viajando en dirección sur y puente hacia México.
- Una nueva central para supervisar el área de inspección de vehículos no comerciales.

El 24 de abril de 2020, GSA adjudicó una opción de servicios de construcción bajo un Administrador de Obra como Contratista (CMC por sus siglas en inglés) a Hensel Phelps Construction Company.

Para información adicional, visite la [página web](#) de la garita de Calexico Oeste.

Administración de Servicios Generales de los Estados Unidos:

“El proyecto de modernización y expansión en Calexico es bueno para la economía nacional y regional y beneficia al público viajero,” dijo Tom Scott, Administrador regional de GSA en el litoral del Pacífico. “Llevado a cabo en colaboración con CBP, esta fase del proyecto mejorará la seguridad fronteriza y añadirá más instalaciones de procesamiento para los viajeros en vehículos.”

Oficina de Aduanas y Protección Fronteriza de los Estados Unidos:

“La modernización de la infraestructura de nuestros puertos de entrada mantendrá nuestra economía avanzando y ofrecerá instalaciones seguras para darle la bienvenida a los viajeros a los Estados Unidos, y a los ciudadanos estadounidenses regresando a casa,” dijo Pete Flores, Director de Operaciones de Campo en San Diego de CBP. “Esperamos con ansias la próxima fase de construcción y trabajar junto con GSA para hacerlo posible.”

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Administración de Servicios Generales de los Estados Unidos

La misión de la GSA es dispensar el mejor valor y ahorros en bienes raíces, adquisición, tecnología y otros servicios orientados al apoyo de misiones para el gobierno.

Oficina de Aduanas y Protección Fronteriza de los Estados Unidos

La Oficina de Operaciones de Campo de la CBP es la organización primaria dentro de Seguridad

Nacional que tiene como tarea cumplir una misión antiterrorista en los puertos de nuestra nación. Los oficiales de CBP inspeccionan a todas las personas, vehículos y bienes que ingresan a los Estados Unidos y al mismo tiempo facilitan el flujo de actividades comerciales y de viajes legítimos. Su misión también incluye llevar a cabo tareas relacionadas con la frontera, incluyendo la interceptación de narcóticos, el cumplimiento de las leyes migratorias y de comercio, y la protección de la cadena de suministro de alimentos, así como de la industria agrícola, protegiéndola de pestes y enfermedades.

Social Media

Twitter:

@US_GSAR9:

- Next phase of construction at #CalexicoWestLPOE begins June 15! Read more: **[INSERT RELEASE LINK]**
- ¡La siguiente fase de construcción en #CalexicoWestLPOE inicia el 15 de junio! Lea más: **[INSERT LINK TO SPANISH RELEASE]**

Facebook:

- Beginning June 15 at #CalexicoWestLPOE: Next phase of the modernization and expansion kicks off. Three-year project will deliver facilities which increase vehicle inspection capacity for the CBP and enhance efficiencies for the traveling public crossing the border. Learn more → **[INSERT RELEASE LINK]**
- A partir del 15 de junio en #CalexicoWestLPOE: La siguiente fase de la modernización y expansión da inicio. El proyecto de tres años proporcionará instalaciones que aumentan la capacidad de inspección de vehículos para la CBP y mejorará la eficiencia para el público viajero cruzando la frontera. Para más información → **[INSERT LINK TO SPANISH RELEASE]**

FREQUENTLY ASKED QUESTIONS

(b)(5)



(b)(5)

Approvals

R9 PAO: aph

LPOE Program Manager: alk

R9 PBS: drb

R9 Comms Supervisor: trm

PBS:

OCIA:

OSC: pd

Calexico West Land Port of Entry - Traffic Advisory R9 Communication Plan

As of September 6, 2018

- **LPOE PROGRAM MANAGER:** Anthony Kleppe
- **Calexico PROJECT MANAGER:** Damon Yee
- **Calexico Project Executive:** Scott Shin
- **Region 9 PAO:** Andra Higgs
- **LPOE Communications Specialist:** Javier Fernandez

EXECUTIVE SUMMARY for internal background/use

(b)(5)

**STRATEGIC INTENT**

- Alert the general public, civic and business community of additional northbound capacity.
- Community outreach and awareness efforts to alleviate impact.



Traffic Advisory

U.S. General Services Administration
U.S. Customs and Border Protection

FOR IMMEDIATE RELEASE

September 6, 2018

Andra Higgs (GSA), andra.higgs@gsa.gov

Phone: 415-436-8778

(b)(5)

[@cbp.dhs.gov](mailto:cbp.dhs.gov)

GSA, CBP Open 10 Northbound Vehicle Lanes at Calexico West Land Port of Entry

*Phase 1 reconfiguration and expansion project nearing
completion*

CALEXICO, Calif. -- The U.S. General Services Administration (GSA) and the U.S. Department of Homeland Security - Customs and Border Protection (CBP) are opening 10 new northbound privately owned vehicle (POV) lanes at the Calexico West Land Port of Entry (LPOE) beginning September 11, 2018, at 8:00 a.m. As of that date, the existing vehicle-processing lanes will close. GSA and CBP announce the following change for northbound vehicle traffic at the port:

Northbound POV Lanes

What: GSA and CBP are opening 10 new northbound vehicle-processing lanes at the Calexico West LPOE. Northbound vehicles will flow into the 10 processing lanes for CBP operations after leaving Mexico.

Where: Calexico West LPOE, at intersection of West Second Street and Cesar Chavez Boulevard, Calexico, CA, 92231.

When: Tuesday, September 11, 2018, 8:00 a.m.

For more information about the Calexico West LPOE reconfiguration and expansion project, visit:
<http://www.gsa.gov/calexicowestlpo>

###

Social Media Strategy - Vehicle Traffic Advisory specific

Twitter

- TRAFFIC ALERT: Ten new northbound vehicle lanes at Calexico West Land Port of Entry starting 8:00 am on Tues, Sept 11! Find out more here → [\[LINK\]](#) #CalexicoWestLPOE
- AVISO DE TRÁFICO: ¡Diez nuevos carriles para vehículos viajando en dirección norte en el lado oeste de la garita Centro de Calexico a partir del 11 de septiembre a las 8:00 a.m.! Leer más → [\[ENLACE\]](#) #CalexicoWestLPOE

Facebook

- TRAFFIC ALERT: Ten new northbound vehicle-processing lanes at Calexico West Land Port of Entry in California beginning 8 am on Tuesday, September 11! Find out more here → [\[LINK\]](#) #CalexicoWestLPOE
- ALERTA: ¡Diez nuevos carriles para procesamiento de vehículos en el lado oeste del puerto de entrada terrestre de Calexico, California, a partir del 11 de septiembre a las 8 a.m.! Infórmate aquí → [\[ENLACE\]](#) #CalexicoWestLPOE

Twitter

- PEDESTRIAN ALERT: New pedestrian plaza at San Ysidron Land Port of Entry starting 8:00 am on Monday, April 15! Find out more here → [\[LINK\]](#) #SanYsidroLPOE
- ALERTA PEDESTRE: ¡Nueva plaza peatonal en el Puerto de Entrada de San Ysidron Land a partir de las 8:00 am del lunes 15 de abril! Encuentra más aquí → [\[ENLACE\]](#) #SanYsidroLPOE

Facebook

- PEDESTRIAN ALERT: A new southbound pedestrian plaza is now open on the east side of the San Ysidro Land Port of Entry in California Calexico West Land Port of Entry beginning 8 am on Monday, April 15! Find out more here → [\[LINK\]](#) #SanYsidroLPOE
- ALERTA PEDESTRE: ¡Una nueva plaza peatonal en dirección sur ahora está abierta en el lado este del Puerto de Entrada de San Ysidro Land en el Puerto de Entrada de California a partir de las 8 am del lunes 15 de abril! → [\[ENLACE\]](#) #SanYsidroLPOE



Aviso de tráfico

Administración de Servicios Generales de los EE. UU.
Oficina de Aduanas y Protección Fronteriza

PARA PUBLICACIÓN INMEDIATA

6 de septiembre de 2018

Andra Higgs (GSA), andra.higgs@gsa.gov
Teléfono: 415-436-8778

(b)(5) [@cbp.dhs.gov](mailto: @cbp.dhs.gov)

GSA, CBP inaugurarán 10 carriles para vehículos viajando en dirección norte en la Garita de Calexico West (Garita Centro)

Se acerca el fin la Fase 1 del proyecto de expansión y reconfiguración

CALEXICO, Calif. -- La Administración de Servicios Generales de los Estados Unidos (GSA, *General Services Administration*) y la Oficina de Aduanas y Protección Fronteriza (CBP, *Customs and Border Protection*) inaugurarán 10 nuevos carriles para vehículos particulares viajando en dirección norte en el lado oeste de la Garita de Calexico West (conocida como Garita Centro), a partir del 11 de septiembre de 2018, a las 8:00 a.m. A partir de esta fecha, dejarán de operar los carriles de entrada de la garita antigua. GSA y CBP anuncian el próximo cambio para conductores que viajen en dirección norte, México hacia los Estados Unidos. La GSA y CBP anuncian los siguientes cambios al tráfico vehicular en la garita:

Carriles para Vehículos Particulares Viajando en Dirección Norte

¿Qué?: GSA y CBP inaugurarán 10 nuevos carriles para el procesamiento de vehículos viajando en dirección norte en el lado oeste de la Garita de Calexico West (Garita Centro). Los vehículos viajando en dirección norte circularán por los 10 carriles de procesamiento para operaciones de CBP al salir de México y dirigirse a Estados Unidos.

¿Dónde?: Garita de Calexico West, en la intersección de la calle West Second Street y Cesar Chavez Boulevard.

¿Cuándo?: Martes, 11 de septiembre de 2018, a las 8:00 a.m.

Para más información sobre el proyecto de expansión y reconfiguración del lado oeste de la garita terrestre de Calexico, visitar: <http://www.gsa.gov/calexicowestlpo>

###

Frequently Asked Questions

(b)(5)



Approvals:

R9 Communications	CCV
R9 D&C Project Managers	DL, MS
R9 Historic Preservation	NL
R9 Disposal	DLH
R9 PBS Leadership	DRB
CO PBS	RKelly
CO OSC	

Chet Holifield Federal Building Charrette Communication Plan

As of September 22, 2021

POCs:

- **R9 Comms:** Christi Chidester Votisek & Traci Washington
- **R9 D&C Project Managers:** Matthew Shew & David Leites
- **R9 Historic Preservation:** Jane Lehman, Natalie Loukianoff
- **R9 Real Property Disposal:** Tom Doszkocs, David Haase
- **Contractor Architecture Firm:** Griffin Enright Architects (GEA)

Executive Summary

The Public Buildings Reform Board (PBRB) was established under P.L. 114-287, the Federal Assets Sale & Transfer Act of 2016 (FASTA), as an independent agency to identify opportunities for the Federal government to significantly reduce its inventory of civilian real property and thereby reduce costs. As part of that process, the Chet Holifield Federal Building in Laguna Niguel, California, has been identified as such an opportunity, and GSA is in the process of preparing for disposal of the property.

GSA has determined that the building is eligible for the National Register and that it is an historic building. GSA is in the process of determining the possible effect its undertaking will have on the historic property in accordance with Sections 106 and 110 of the National Historic Preservation Act (NHPA).

GSA is committed to leveraging federal real estate actions to support community goals and so feedback from community stakeholders must be considered in the development of these alternatives. GSA has contracted with Griffin Enright Architects (GEA) to facilitate a Community Design Charette to create a vision for both adaptive reuse and other ways of developing the property based on feedback from the community. GEA will plan and facilitate a design charrette process to solicit, consider and document community feedback during the development of these concepts.

(b)(5)

GSA's goals for performing this study are to:

1. (b)(5)

2.

Key Project Milestone Dates (Subject to change)

- Charrette Kick Off Meeting: 10/20/21
- Public Workshop #1: 10/26/21
- Public Workshop #2: 11/4/21
- Public Workshop #3: 11/16/21
- Public Workshop #4: 12/2/21

Communication Plan Strategic Intent

- Garner stakeholder and local community input on the future of the property currently housing the Chet Holifield Federal Building
- Enlist regional stakeholder partners to help communicate opportunities for community involvement
- Ensure consistent branding and messaging throughout the project

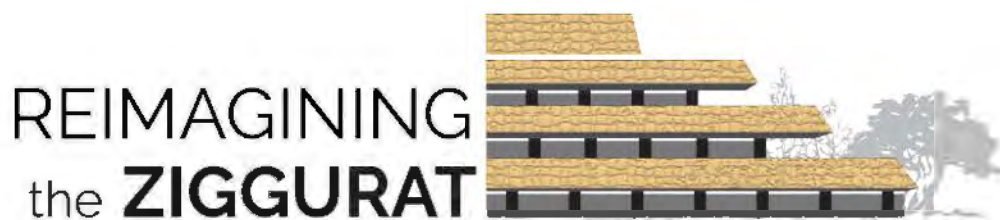
Talking Points

- GSA will dispose of the property in Laguna Niguel that is currently the site of the Chet Holifield Federal Building. The entire property will be sold via a competitive sale.
- GSA seeks the input of the local community and other stakeholders to envision what might be possible uses for this property after its disposal. The ideas that are generated out of this project may not indicate what will actually be developed, as the City of Laguna Niguel has ultimate jurisdiction in the reuse of the property.

Project Messaging & Branding

GSA has developed specific messaging & branding for the project. The project will be consistently branded as “Reimagining the Ziggurat” to continue creating public awareness and recognition about the project. We will use the final branding in all of our communications collateral, which includes, but is not limited to social media posts, posters, websites, graphic advertisements, etc.

The project brand will be represented graphically with the following image:



Community Outreach

Community outreach is a key component of this project. GSA or Contractor will reach out to building tenants and a number of strategic stakeholder groups in the local area (see list below).

Stakeholders:

- City of Laguna Niguel
- Orange County, California

- State Historic Preservation Officer
- Local developers
- Residential and retail neighbors to the site
- Other stakeholders to be identified

GSA has employed a contractor, Griffin Enright Architects, to conduct five public workshops and various stakeholder focus groups to help determine the potential future use of the space. GSA aims to engage the local community in the process.

Social Media Outreach

GSA will use its regional social media channels and those of our stakeholder partners to reach a maximum number of stakeholders. GSA will use social media to raise public awareness about each stage of the project by posting meeting information, construction progress photos, and other content targeted to reach stakeholders in the greater Laguna Niguel area.

R9 will utilize our existing social-media platforms to promote the project. GSA's main facebook and twitter accounts are available to amplify any key messages from R9. Coordination should be done with Channing Grate (or the designated social media person for CO at the time).

- [R9 GSA Facebook](#)
- [R9 GSA Twitter](#)
- **10-14-2021**
The initial [Tweet](#) and [Facebook Post](#) about the project were posted. A [Facebook Event](#) was also created.
- **10-18-2021**
FB post shared to Groups: [Anything Orange County, Ca](#); [California Real Estate](#)

Informational Flyers

GSA is developing a flier for distribution to neighbors announcing the community meetings. This flier will also be shared with building management to include in their tenant communications and newsletters. Additionally, an electronic copy of the flier will be posted to the Reimagining the Ziggurat project website.

Communication Partners

GSA will reconnect with community partners to support this project and outreach communication campaign. The group includes the following:

- City of Laguna Niguel: Deputy City Manager (b)(6)
- (b)(6) [@cityoflaguaniguel.org](mailto:cityoflaguaniguel.org)
- Others TBD

Media Outreach

GSA will request the assistance of the local media in notifying the public about the community meetings. An initial press release, announcing the project and inviting interested members of the community to attend the kick-off meeting on October 20th will be released to the media no later than Thursday, October 14.

- **Media Products**
 - Media Advisory/Press Release
- **List of Media Outlets to Contact**

- Orange County Register
- Orange County Business Journal
- LA Times - Orange County Edition
- San Diego Union Tribune
- Laguna Beach Independent
- San Clemente Times
- Laguna Woods Globe
- Capistrano Valley News
- Coastline Pilot
- Dana Point Times
- Newport Beach Independent
- Huntington Beach Independent
- Westminster Herald
- Long Beach Press Telegram
- Long Beach Post
- Long Beach Report
- The Coast News Group
- The Daily Breeze
- Rancho Santa Margarita News
- La Jolla Village News
- The Patch (for all surrounding communities)

Project Website

GSA will create a [new web page](#) for this project. The project website will outline the project goals and provide links for interested participants to register for the public outreach events on Eventbrite.

Advertisement

- GSA will design the advertisement. GEA will manage placement with OC Register.

Eventbrite

GSA will use EventBrite to track registration of event attendees. Email invitations for the project with a direct link to all the registration pages went out to project stakeholders on Thursday, October 14. The project website, social media and other promotional advertisements will direct interested parties to the registration page.

Overall Project Communication Timeline

- **September 2021**
 - September 14 - Kickoff Meeting A/E firms, CO, D&C, and R9 Comms
- **October 2021**
 - October 1 - Communications Plan Complete
 - October 12 - www.gsa.gov/Ziggurat launches
 - October 14 - Press Release issued. Initial Eventbrite invitations sent. Social Media promotion begins.
 - October 20 - Public Kick off meeting
 - October 26 - Public Workshop #1
- **November 2021**
 - November 4 - Public Workshop #2

- November 16 - Public Workshop #3
- **December 2021**
 - December 2 - Public Workshop #4
- **January 2022**
 - Project Closeout-Final Report

Public Kick-off meeting: Building and Site Orientation

This kick-off will include an introduction to the project, a review of the project video and existing documents, welcoming of stakeholders, and review of the schedule. Participants will be asked for input in order for the design team to begin to assess stakeholder concerns and ideas for the property.

Public Workshop #1 Oct 26: Preliminary Research

The design team will report back to the participating stakeholders the findings from the kick-off meeting, outlining the possibilities of future programming of the project. Further input from the stakeholders will be elicited, and the design team will hold interactive brainstorming exercises to begin to visualize the possibilities of potential alternatives.

Public Workshop #2 Nov 4: Preliminary Concepts Presentation and Feedback

The design team will present the first round of three to five design alternatives for the property. Further input from stakeholders will be elicited based on the designs, and the design team will collect this input to be incorporated in the next design stage.

Public Workshop #3 Nov 16: Concept Refinement and Feedback

The design team will present the revised and further developed three to five design alternatives for the property based on input from the stakeholders in Workshop #2. The design team will collect this input to be incorporated in the final design stage.

Public Workshop #4 - Dec 2: Final Concepts and Feedback

The design team will present the final three to five design alternatives for the property based on input from the stakeholders in Workshop #3. The design team will present each alternative in detail and collect and document the input. A Final Report will follow on the entire design process and will document the outcomes and input from the stakeholders.



Press Release

U.S. General Services Administration

For Immediate Release
OCTOBER 14, 2021

GSA Contact: Andra Higgs
Phone: (415) 939-9464
Email: andra.higgs@gsa.gov

Relmaging the Ziggurat: GSA seeks community input in advance of the sale of federal property in Laguna Niguel, CA

LAGUNA NIGUEL, Calif. -- In preparation for a public sale, the U.S. General Services Administration (GSA) is seeking local community and stakeholder input on potential future uses for the site of the Chet Holifield Federal Building in Laguna Niguel, CA. GSA has partnered with Griffin Enright Architects (GEA) to facilitate a series of interactive, virtual, community workshops to solicit, consider and document community feedback. Over the course of four workshops, GEA will lead stakeholders in developing and refining a series of preferred concepts for the site, considering preservation, demolition for new construction, and everything in between.

Interested parties are encouraged to attend a kick-off meeting for the project on October 20 at 11 a.m. PDT, and the series of interactive workshops that follow. See details and links to register below.

- Kick-Off Meeting: Building and Site Orientation
Wednesday, October 20, 2021, 11 a.m. - 12:30 p.m. PDT. [Register here.](#)
- Workshop #1: Preliminary Research
Tuesday, October 26, 2021, 11 a.m. - 1 p.m. PDT. [Register here.](#)
- Workshop #2: Preliminary Concepts Presentation and Feedback
Thursday, November 4, 2021, 11 a.m. - 1 p.m. PDT. [Register here.](#)
- Workshop #3: Concept Refinement and Feedback
Tuesday, November 16, 2021, 11 a.m. - 1 p.m. PST. [Register here.](#)
- Workshop #4: Final Concepts and Feedback
Thursday, December 2, 2021, 11 a.m. - 1 p.m. PST. [Register here.](#)

Project Information:

GSA is preparing to sell the Chet Holifield Federal Building and its associated real estate in Laguna Niguel, CA. The Public Buildings Reform Board, an independent agency created by the [Federal Assets Sale & Transfer Act of 2016](#), identified this property as an opportunity for the federal government to significantly reduce its real estate inventory and thereby reduce costs.

The Chet Holifield Federal Building, also known as the “Ziggurat”, is a seven-story, 1,054,233-square-foot (gross) office building situated on 89 acres in the heart of Laguna Niguel. The property includes 4,777 parking spaces, services support and security buildings, recreational and landscaped areas, and non-contiguous utility parcels including a water reservoir building, cooling tower, and thermal energy storage tank. It is also the site of a large 3,840-cell photovoltaic system that produces 914 kilowatts of electricity annually to support building operations.

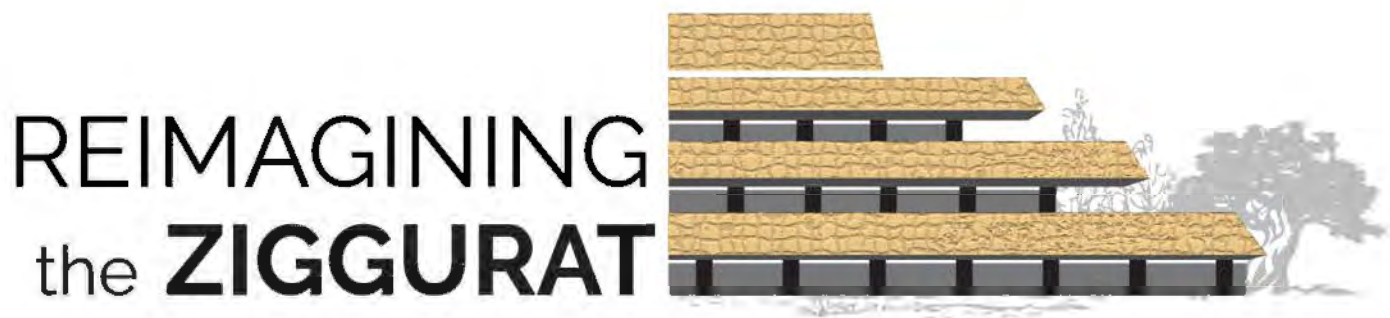
Due to its unique ziggurat design, the property is eligible for the National Register of Historic Places. GSA is in the process of determining what effect the disposal will have on the historic property in accordance with Sections 106 and 110 of the [National Historic Preservation Act \(NHPA\)](#).

GSA is committed to supporting local community goals and is seeking input from community stakeholders as it identifies potential future concepts for this unique property. GSA does not intend to identify a single preferred development concept, only to identify several development concepts that have been informed by community engagement and that are also financially feasible for private development. The information generated through this process is considered pre-decisional by GSA and may be used as a tool to understand the effects to the historic property and as part of GSA's compliance with Section 106 of NHPA.

Full details on the ReImagining the Ziggurat project are available at www.gsa.gov/ziggurat.

###

Image to accompany release (see below):



San Ysidro Land Port of Entry Media Tour and Phase 2 Project Brief Communications Plan

Media Brief/Tour: Thursday June 30 at 11:00 a.m. - 1:00 p.m.

Location: San Ysidro Land Port of Entry - PedWest, 495 Virginia Avenue, San Diego, CA 92173

Rollout

Monday, June 20 - Media Advisory

Thursday, June 30 - News Release/video

Thursday, July 7 - Traffic Advisory

(Background)

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 70,000 northbound vehicle passengers and 20,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030.

To accommodate that growth and to better meet the changing needs of the federal inspection agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of a new LPOE, including primary and secondary inspection areas, and administration and pedestrian buildings.

The next phase of the project, Phase 2, will expand pedestrian processing facilities and included a new pedestrian crossing on the east side of the LPOE that will connect with a new multimodal transportation hub in Mexico and expanded northbound inspection facilities. This phase consists of:

- Demolition of existing Pedestrian Building
- 6 temporary Northbound pedestrian inspection booths in the Historic Customs House
- 6 Southbound pedestrian processing lanes
- 20 Northbound pedestrian processing lanes
- Pedestrian Plaza adjacent to Public Access
- Administrative Facilities
- 1 additional northbound privately owned vehicle lane and 2 additional northbound inspection booths (1 bus and 1 stacked booth)
- Renovation/restoration of the Historic Customs House to include Southbound Pedestrian Processing

Pedestrian processing will be relocated to PedWest on the west side of the port (10 - 12 northbound lanes) and temporarily to the Historic Customs House on the east side (6 northbound lanes) while the current facility is demolished and a new building is constructed. Pedestrians will be processed at the Historic Customs House until the Phase 2 project is complete. This change in northbound pedestrian crossing represents a major shift on how thousands of pedestrians approach the port every day and has implications on both side of the border.

PEDWEST (WESTERN PEDESTRIAN CROSSING)

GSA recently constructed an additional bi-directional pedestrian crossing on the west side of the San Ysidro

(LPOE) to complement the existing pedestrian crossing on the east side. The new facility includes ten northbound and two reversible southbound pedestrian processing lanes and serves the traveling public on the west side of San Ysidro. Southbound processing will begin at a later date that's to be determined.

VIRGINIA AVENUE TRANSIT CENTER

GSA has constructed a new multimodal transit center to accommodate taxis, buses, pedicab and privately owned vehicles (POVs) dropping off and picking up passengers. This new multimodal transit center is conveniently located on the west side of the pedestrian bridge to connect the community to mass transit through the San Diego Metropolitan Transit System's trolley's blue line and buses. The \$8 million project is jointly funded by GSA and the Caltrans District 11 using Coordinated Border Infrastructure program funds administered by Federal Highway Administration. The facility is a collaborative effort that involves the federal government, Caltrans, the City of San Diego, MTS, and SANDAG.

PRESS BRIEFING DETAILS:

Purpose: The Interagency Binational Team (IBT) led by GSA will brief major news organizations in the San Diego – Tijuana region about the upcoming changes in pedestrian crossing at the San Ysidro Land Port of Entry. The team will highlight the opening of PedWest and the Virginia Ave Transit Center; reduced capacity at the current facility between July 15 - August 1; the opening of temporary inspections booths at the historic customs house on August 1st; pedestrian routes, transportation options and drop office points in Mexico; and transportation options on the U.S. side after exiting PedWest.

Components: The event will consist of overview presentations by the key stakeholders, Q&A session, and Tour of PedWest and the new Virginia Avenue Transit Center.

Government Agency Representatives:

U.S. Presenters

- GSA – Anthony Kieppe and Ramon Riesgo
- CBP – Pete Flores
- MTS – Mark Qison

U.S. Spokesperson (Non-presenters)

- Charles Chamberlain & Denice Garcia – City of San Diego
- Oswaldo Meneses – MTS

Mexico Presenters

- INDAABIN - Soraya Perez

Unconfirmed

- Oscar Escobedo – SECTURE
- SRE –TBD
- State of Baja California – TBD
- City of Tijuana – TBD

Press Plan

Media advisory and news release to targeted regional media and contacts recommended by GSA, CBP,

U.S. Consulate, and Mexican Consulate. Due to security requirements all media must be vetted by CBP in advance in order to attend this briefing and tour. Media Advisory will be distributed on June 16th with a June 23rd RSVP date. This will provide CPB the required week for security vetting.

Top Message

- The United States and Mexico share more than just a physical border. Our land ports of entry play a vital role, in not only the security of our nation, but also in facilitating trade, cultural exchange, and connecting communities.
- The expansion and modernization of the San Ysidro Land Port of Entry will not only provide economic benefits associated with the construction itself, but will also reduce lost economic opportunity due to people waiting in line for hours to cross the border. The improvements that result from this project are expected to also encourage increased tourism and trade.
- Mexico and the United States continue to work closely together to complete the expansion and modernization of the El Chaparral-San Ysidro port of entry, the largest crossing point on our shared border and in the Western Hemisphere. Over 70,000 northbound vehicle passengers and 20,000 pedestrians cross the border in each direction every day, linking the communities of Tijuana and San Diego in a vibrant binational region.

Communications will be End User Focused:

- How do travelers get to Mexico's El Chaparral/PedWest?
- What is the user experience crossing the border?
- How does the traveler get to his/her destination (i.e. walking/transit options)?
- How does the traveler return to Mexico?



Media Advisory

FOR IMMEDIATE RELEASE

June 20, 2016

Traci Madison (GSA) traci.madison@gsa.gov

(b)(6)

[@cbp.dhs.gov](mailto:cbp@dhs.gov)

GSA, CBP announce change to northbound pedestrian crossing at San Ysidro Land Port of Entry

SAN YSIDRO, Calif.-- The U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) will host a media briefing and tour of San Ysidro Land Port of Entry's new pedestrian facility and Virginia Avenue Transit Center on June 30, 2016 at 11 a.m. Representatives from the GSA, CBP, the San Diego Metropolitan Transit System and Mexico's Administration and Appraisal of National Real Estate Institute will be available to give English and Spanish language interviews regarding the following topics:

- Opening of PedWest, a new pedestrian facility on the west side of the port, and the Virginia Avenue Transit Center
- Changes to northbound pedestrian processing on the east side of the San Ysidro port of entry
- Pedestrian travel routes and transportation options

PedWest is a new bi-directional pedestrian crossing on the west side of the San Ysidro (LPOE) with ten northbound processing lanes and two reversible lanes. This new facility will provide northbound pedestrian crossing from Mexico's El Chaparral Inspection Station on July 15th.

The Virginia Avenue Transit Center, located adjacent to PedWest, is a multi-modal transit center that will serve as the pickup and drop off location for pedestrians. It will accommodate taxis, buses and privately owned vehicles (POVs) dropping off and picking up passengers at PedWest.

WHAT: San Ysidro Land Port of Entry Media Tour and Brief

WHEN: Thursday, June 30, 2016, 11:00 a.m.

WHERE: GSA Project Trailer (adjacent to PedWest and Virginia Ave. Transit Center)
495 Virginia Avenue, San Diego, CA 92173

WHO: U.S. General Services Administration
U.S. Customs and Border Protection
City of San Diego
San Diego Metropolitan Transit System
Instituto de Administración y Avalúos de Bienes Nacionales (INDAABIN)

Credentialed media representatives wishing to attend must **RSVP no later than June 23** to Traci Madison at Traci.madison@gsa.gov. All media personnel must adhere to CBP's port access protocols and will be required to submit additional information by June 23 in order to access the San Ysidro Land Port of Entry.

Please note: Media are responsible for finding their own parking in the nearby area – please plan to arrive early, as there is little or no street parking currently available near the building, and no parking available on port property due to construction.

Join the conversation @USGSA @CustomsBorder #EconomicCatalyst #PedWest #VATC #SanYsidroLPOE #ElChaparral #Tijuana #SanDiego

###



Traffic Advisory

FOR IMMEDIATE RELEASE

July 7, 2016

Traci Madison (GSA), traci.madison@gsa.gov

(b)(6)

cbp.dhs.gov
@sdmts.com

San Ysidro Port of Entry: Change to Northbound Pedestrian Crossing Coming July 15th

SAN YSIDRO, Calif.-- The U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) have announced changes to northbound pedestrian processing at the San Ysidro Land Port of Entry effective Friday, July 15, 2016. The new pedestrian facility on the west side of the port, PedWest, and the Virginia Avenue Transit Center will open on July 15, 2016 at approximately 12:00 p.m. PedWest includes ten northbound and two reversible pedestrian processing lanes and will serve travelers crossing into the United States from Mexico's El Chaparral Inspection Station.

The Virginia Avenue Transit Center will accommodate buses, taxis and privately owned vehicles dropping off and picking up passengers. The San Diego Metropolitan Transit System has two bus routes serving the Virginia Avenue Transit Center to access the Trolley. Bus Route 907 is a five-minute trip to the San Ysidro Transit Center. Bus Route 906 is a 20 minute trip to the Iris Avenue Transit Center. Pedestrians also have the option of walking 0.6 miles to the San Ysidro Transit Center using the port's pedestrian bridge.

Additionally, processing capacity on the east side of San Ysidro will be reduced to six lanes effective July

15, 2016 at approximately 12:00 p.m for the three year duration of the Phase 2 construction project.

NOTE: Due to its larger capacity, travelers are encouraged to cross at El Chaparral to the PedWest facility on the west side of the San Ysidro Land Port of Entry..

What: San Ysidro's new pedestrian facility on the west side of the port, PedWest and the Virginia Avenue Transit Center will open for operation. Capacity for northbound pedestrian processing on the east side of San Ysidro will be reduced to six processing lanes.

When: Friday, July 15, 2016 at approximately 12:00 p.m.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidro/poe.

For information about San Diego Metropolitan Transit System, visit: www.sdmts.com

Join the conversation @USGSA @CustomsBorder #EconomicCatalyst #PedWest #VATC #SanYsidroLPOE #ElChaparral #Tijuana #SanDiego

###

Social Media Strategy

- Standardize Hashtags – #PedWest – #VATC – #SanYsidroLPOE – #ElChaparral – #Tijuana – #SanDiego

Facebook

6/8/16 - Construction progress photos of the Virginia Avenue improvements wouldn't be complete without a photo of the new Transit Center! [#VATC](#)

6/8/16 - Wonder what the new pedestrian crossing in West San Ysidro looks like? Then check out this exclusive panoramic photo! [#PedWest](#)

Tweets

[GSA Pacific Rim @US_GSAR9](#)

Construction progress photo of the new Virginia Avenue Transit Center! [#VATC](#) [#SYLPOE](#) Opening July 15, 2016

[GSA Pacific Rim @US_GSAR9](#)

Wonder what the new pedestrian crossing in West San Ysidro looks like? Looks something like this. [#PedWest](#) [#SYLPOE](#)

Video: R9 and CBP have partnered to produce a video regarding the upcoming pedestrian changes. Current script can be found [here](#)

Tough Qs and As

Snapshot:

Location

720 East San Ysidro Blvd.
San Diego, CA 92173-3116
Facility Size (Planned)
~ 240,000 Gross Square Feet
Completed
~ 50 Acres (Project Area)

Project Cost

Approximately \$741 Million

Funding Status

Phase 1 - Fully Funded
Phase 2 - Fully Funded
Phase 3 - Fully Funded

Architect

Master Plan, Phases 1 - 3 - Miller|Hull Partnership

Construction Management

Phase 1 - URS Corporation
Phase 2 - Heery International
Phase 3 - Jacobs

General Contractor:

Phase 1A – Clark Atkinson
Phase 1B & 1C – Hensel Phelps Construction Co.
Phase 1D – Halbert Construction Company
Phase 1E - Hensel Phelps
Phase 2 - Hensel Phelps
Phase 3 – Atkinson/Clark

Project Overview

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 50,000 northbound vehicles and 25,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030.

To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of the LPOE, including primary and secondary inspection areas,

Project Phasing & Completion Schedule

Phase 1A: Pedestrian Bridge – Completed April 2011
Phase 1B: Northbound Vehicular Inspection – February
2011 to November 2014

Phase 1C: Southbound Pedestrian Crossing –

August 2012

Phase 1D: PedWest Facility – June 2016

Phase 1E: Virginia Ave Transit Center - June 2016

Phase 2: Administration & Pedestrian building – Fall 2019

Phase 3: I-5 North & Southbound Inspection Facilities –
Fall 2019

Primary Tenants

U.S. Customs and Border Protection (CBP)
U.S. Immigration and Customs Enforcement (ICE)

administration and pedestrian buildings, and all other support structures. The project will expand pedestrian processing facilities including a new pedestrian crossing on the east side of the LPOE that will connect with a new multimodal transportation hub in Mexico and expanded northbound inspection facilities. Additionally, there will be a new north and southbound crossing at El Chaparral/Virginia Avenue with an associated transit center.

Once all three phases are complete, the new port will boast 62 northbound vehicle primary inspection booths, one dedicated bus lane and inspection booth spread over 34 lanes, as well as improved processing facilities for bus and Secure Electronic Network for Travelers Rapid Inspection (SENTRI) travelers. The

LPOE will have over 110,000 square feet of new primary and secondary vehicle inspection canopy utilizing state-of-the-art materials that will both conserve and produce energy. In addition, a portion of the Interstate 5 South freeway will be realigned and expanded from the current five lanes to ten lanes which will connect to Mexico's new El Chaparral facility. Corresponding southbound inspection canopy will be constructed to support Customs and Border Protection's (CBP) southbound vehicle inspection efforts.

GSA recently collaborated with local agencies to develop the additional pedestrian improvements on the west side of the port and is constructing a bi-directional pedestrian crossing (PedWest) and the Virginia Avenue Transit Center (VATC). PedWest includes ten northbound and two reversible pedestrian processing lanes and serves the traveling public crossing into the United States from Mexico's El Chaparral Inspection Station. The VATC will accommodate taxis, buses, pedicab and privately owned vehicles dropping off and picking up passengers. This transit center was jointly funded by GSA and the Caltrans District 11 using Coordinated Border Infrastructure program funds administered by Federal Highway Administration. The facility is a collaborative effort that involves the federal government, Caltrans, the city of San Diego, the San Diego Metropolitan Transit System, and SANDAG.

In designing the new San Ysidro LPOE, GSA is committed to build the "Port of the Future" and strives to build a facility that is sustainable, operationally scalable, and will dramatically reduce the Port's carbon footprint, while at the same time enhancing CBP's ability to conduct their mission. With the innovative applications of energy production projects, as well as sustainable energy and water-saving features, the San Ysidro LPOE aspires to receive the Leadership in Energy and Environmental Design (LEED) Platinum certification.

Energy & Sustainability Goals

- Energy
- Water Solar photovoltaic system
- Solar thermal hot water system
- Geothermal heat exchange system
- Ultra-low flow fixtures
- Rainwater retention and reuse system
- Onsite wastewater treatment system Xeriscape landscaping (drought tolerant plants)

Overall Project Objectives:

- Increase vehicle and pedestrian inspection processing capacities at the San Ysidro LPOE;
- Reduce northbound vehicle and pedestrian queues and wait times to cross the border;
- Improve the safety of the San Ysidro LPOE for vehicles and pedestrians crossing the border, and for employees at the LPOE;

- Modernize facilities to accommodate current and future demands and implementation of border security initiatives, such as the Western Hemisphere Travel Initiative (WHTI), the United States Visitor and Immigrant Status Indicator Technology program (US-VISIT), and the Secure Border Initiative (SBI).
- Provide facilities to enhance mobility and multi-modal connections in San Ysidro
- Reduce southbound vehicle queues and wait times to cross the border during “pulse and surge”1 southbound inspections
- Lower idling times for drivers and reduce emissions
- A major investment in the region and enhanced Infrastructure to serve the San Diego Regional Economy
- and a sustainable facility that is operationally scalable, and will dramatically reduce the Port’s carbon footprint, while at the same time enhancing CBP’s ability to conduct their mission.

(b)(5)



(b)(5)



Phase 3 - I-5 North & Southbound Inspection Facilities

Phase 3 improvements entail the reconfiguration of the southbound facilities to connect with Mexico's new El Chaparral facility. A new southbound roadway would be constructed at the terminus of southbound I-5, just south of the Camino de la Plaza overcrossing, and would curve southwestward within the LPOE to connect with the El Chaparral LPOE in Mexico. The roadway expand from the current five lanes to ten southbound lanes.

Corresponding southbound inspection canopy will be constructed to support Customs and Border Protection's (CBP) southbound vehicle inspection efforts.

During Phase 3, the northbound primary inspection area would be expanded by seven lanes on the west side with 14 stacked inspection booths, resulting in a total of 31 new lanes (24 lanes would be constructed in Phase 1).

Fiscal Year 2014 Consolidated Appropriations Act provided \$226 million for Phase 3

Phase 3 Schedule* (Calendar year)

Design Start	Q2 2014
Design completion	Q3 2015
Construction Start	Q3 2016
I-5 Realignment Start	Q2 2017
I-5 Realignment Finish	Q1 2019
New N/B Lanes Start	Q2 2019
New N/B Lanes Finish	Q3 2019
Construction completion	Q3 2019

*Note: Start and finish dates are conservative preliminary projections. GSA anticipates having contractual dates in the next 90 days.

San Ysidro Land Port of Entry PedWest/Virginia Avenue Transit Center Ribbon Cutting Communications Plan

Tour of PedWest & Virginia Avenue Transit Center: 10:00 a.m.
Ribbon Cutting Photo Op: July 15, 10:45 a.m.
Ribbon Cutting Ceremony: July 15, 11:00 am - 12:15 pm

Location: Outlets at the Border Mall, (southeast parking lot), 4463 Camino De La Plaza, San Ysidro, CA 92173

Rollout

Monday, July 11 - Media Advisory
Friday, July 15 - News Release

(Background)

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 70,000 northbound vehicle passengers and 20,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030.

To accommodate that growth and to better meet the changing needs of the federal inspection agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of a new LPOE, including primary and secondary inspection areas, and administration and pedestrian buildings.

PEDWEST (WESTERN PEDESTRIAN CROSSING)

GSA recently constructed an additional bi-directional pedestrian crossing on the west side of the San Ysidro (LPOE) to complement the existing pedestrian crossing on the east side. The new facility includes twelve northbound and two reversible southbound pedestrian processing lanes and serves the traveling public on the west side of San Ysidro. Southbound processing will begin at a later date that's to be determined.

VIRGINIA AVENUE TRANSIT CENTER

GSA has constructed a new multimodal transit center to accommodate taxis, buses, and privately owned vehicles (POVs) dropping off and picking up passengers. This new multimodal transit center is conveniently located on the west side of the pedestrian bridge to connect the community to mass transit through the San Diego Metropolitan Transit System's trolley's blue line and buses. The \$8 million project is jointly funded by GSA and the Caltrans District 11 using Coordinated Border Infrastructure program funds administered by Federal Highway Administration. The facility is a collaborative effort that involves the federal government, Caltrans, the City of San Diego, MTS, and SANDAG.

Confirmed Speakers:

Master of Ceremonies: Andrew McMahon, GSA R9 Regional Administrator

- Paulo Carreno King, Undersecretary for North America, Ministry of Foreign Affairs of Mexico
- Carlos Manuel Sada Solana, Ambassador of Mexico to the United States
- Denise Turner Roth, GSA Administrator
- Roberta Jacobson, U.S. Ambassador to Mexico
- San Diego Mayor Kevin Faulconer
- Tijuana Mayor Jorge Astiazaran
- David Kim, Deputy Director, U.S. Federal Highway Administration
- Ben Hueso, California State Senator
- Betty Yee, California State Controller
- Caridad Sanchez, Senator Boxer's Director for San Diego and Imperial Counties
- Janine Bryant, Congressman Vargas' District Director
- Sidney Aki, San Ysidro Port Director
- Laurie Berman, Caltrans District 11 Director
- Harry Mathis, Chairman, San Diego Metropolitan Transit System
- Gary Gallegos, San Diego Association of Governments Executive Director

Press Plan

Media advisory and news release to targeted regional media and contacts recommended by GSA, CBP, U.S. Consulate, and Mexican Consulate.

Top Message

- The United States and Mexico share more than just a physical border. Our land ports of entry play a vital role, in not only the security of our nation, but also in facilitating trade, cultural exchange, and connecting communities.
- The expansion and modernization of the San Ysidro Land Port of Entry will not only provide economic benefits associated with the construction itself, but will also reduce lost economic opportunity due to people waiting in line for hours to cross the border. The improvements that result from this project are expected to also encourage increased tourism and trade.
- Mexico and the United States continue to work closely together to complete the expansion and modernization of the El Chaparral-San Ysidro port of entry, the largest crossing point on our shared border and in the Western Hemisphere. Over 70,000 northbound vehicle passengers and 20,000 pedestrians cross the border in each direction every day, linking the communities of Tijuana and San Diego in a vibrant binational region.
- The PedWest facility represents the largest pedestrian expansion at the San Ysidro port since its construction in the early 1970s.



Media Advisory

July 12, 2016

Traci Madison (GSA) traci.madison@gsa.gov

(b)(6)

@cbp.dhs.gov

Binational Community Celebrates Opening of San Ysidro Port of Entry's New Pedestrian Facility, Transit Center

SAN YSIDRO, Calif.-- The U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) will host a ribbon cutting ceremony celebrating the opening of the San Ysidro Land Port of Entry's new pedestrian facility (PedWest) and the Virginia Avenue Transit Center (VATC) on July 15, 2016 at 11 a.m.

PedWest is an additional bi-directional pedestrian crossing on the west side of the San Ysidro (LPOE) with twelve northbound processing lanes and two reversible lanes. This facility will serve as the primary northbound crossing point during the next phase of the port expansion project. The VATC is a multimodal transit center that will serve as the pickup and drop off location for pedestrians. It will accommodate taxis, buses, and privately owned vehicles (POVs) dropping off and picking up passengers at PedWest. This new transit center is located on the west side of the pedestrian bridge and connects the community to mass transit through the San Diego Metropolitan Transit System trolley's blue line and buses. This enhanced infrastructure at the port is part of a multi-agency investment that will both support the San Diego regional economy and accommodate the demands of border security initiatives.

Speakers from the federal, state, and local governments will discuss the importance of this project to the binational communities in the San Diego – Tijuana region.

WHAT: San Ysidro LPOE PedWest and Virginia Avenue Transit Center Ribbon Cutting Ceremony

WHEN: Friday, July 15, 2016

- 10:45 a.m. Ribbon Cutting Photo Opportunity with speakers
- 11:00 a.m. Formal Ribbon Cutting Ceremony
- 12:15 p.m. Speaker Media availability

WHERE: Outlets at the Border Mall southeast parking lot (adjacent to Virginia Avenue), 4463 Camino De La Plaza, San Ysidro, CA 92173

WHO: Paulo Carreno King, Undersecretary for North America, Ministry of Foreign Affairs of Mexico
Denise Turner Roth, GSA Administrator
Carlos Manuel Sada Solana, Ambassador of Mexico to the United States
Roberta Jacobson, U.S. Ambassador to Mexico
Kevin Faulconer, Mayor of San Diego

Jorge Astiazaran, Mayor of Tijuana
David Kim, Deputy Director, U.S. Federal Highway Administration
Ben Hueso, California State Senator
Betty Yee, California State Controller
Caridad Sanchez, Senator Boxer's Director for San Diego and Imperial Counties
Janine Bryant, Congressman Vargas' District Director
Sidney Aki, San Ysidro Port Director
Laurie Berman, Caltrans District 11 Director
Harry Mathis, Chairman, San Diego Metropolitan Transit System
Gary Gallegos, San Diego Association of Governments Executive Director

Credentialed media representatives wishing to attend must RSVP no later than noon on July 14 to Traci Madison at Traci.madison@gsa.gov. Media should arrive at the event registration no later than 10:30 a.m. in order to participate in the 10:45 a.m. photo opportunity with guest speakers.

Join the conversation @USGSA @CustomsBorder #EconomicCatalyst #PedWest #VATC #SanYsidroLPOE #ElChaparral #Tijuana #SanDiego

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News Release

July 15, 2016

Traci Madison (GSA). traci.madison@gsa.gov

(b)(6)

@cbp.dhs.gov

San Ysidro Port of Entry's New PedWest Facility, Transit Center Opens *Bi-national Community Celebrates New Pedestrian Infrastructure*

SAN YSIDRO, Calif.-- Today, the U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) hosted a ribbon cutting ceremony near the San Ysidro Land Port of Entry (LPOE) to commemorate the opening of the PedWest pedestrian processing facility and the Virginia Avenue Transit Center. Speakers from both the U.S. and Mexico joined the federal government in celebrating the new state-of-the-art northbound pedestrian infrastructure that was recently constructed by GSA. Speakers highlighted the great collaboration between the two countries and their stakeholder agencies as well as the important role these facilities will play in the San Diego – Tijuana region.

"One cannot exaggerate the significance of the largest-ever pedestrian expansion to the busiest land border crossing in the Western Hemisphere," said GSA Administrator Denise Turner Roth. "Management of land ports of entry is one of the General Services Administration's most important missions. These facilities are a crucial strategic national investment, helping secure our borders, and contributing hundreds of millions of dollars to the American economy."

PedWest is an approximately 22,300 gross square foot pedestrian processing facility on the west side of the San Ysidro LPOE with twelve northbound lanes and two reversible lanes. This facility will complement the new pedestrian infrastructure planned for the east side of the port which will be constructed during the next phase of construction.

"CBP is pleased to open this brand new facility together with our partners," said Sidney Aki, CBP Port Director of the San Ysidro and Otay Mesa ports of entry. "As part of the larger infrastructure changes at the San Ysidro port of entry, we are looking forward to additional improvements to come in the next several years, helping to facilitate legitimate travel between Mexico and the U.S."

The Virginia Avenue Transit Center is a multimodal transit center that will serve as the pickup and drop off location for pedestrians. It accommodates taxis, buses, and privately owned vehicles (POVs) dropping off and picking up passengers at PedWest. This new transit center connects the community to mass transit options through the San Diego Metropolitan Transit System trolley's blue line and buses. The transit center was a collaborative effort between the federal government, CalTrans, City of San Diego and the San Diego Association of Governments. This enhanced infrastructure will support the San Diego regional economy and accommodate the demands of border security initiatives.

Throughout the project, GSA worked closely with government stakeholders and community leaders to hone the project's requirements. The plan to improve pedestrian mobility was developed in response to feedback

from the local community.

"Our status as a border city is one of our greatest strengths," said San Diego Mayor Kevin L. Faulconer. "Being able to cross the border safely and efficiently is key to growing economic opportunities in the San Diego-Tijuana megaregion, which why I am proud of the progress that has been made with PedWest and the Virginia Avenue Transit Center. This project is a major accomplishment that demonstrates the power of binational collaboration. I want to thank all of the federal, state and local agencies on both sides of the border for their efforts on this project."

Speakers at the celebration included: Paulo Carreno King, Undersecretary for North America, Ministry of Foreign Affairs of Mexico; Denise Turner Roth, GSA Administrator; Carlos Manuel Sada Solana, Ambassador of Mexico to the United States; Roberta Jacobson, U.S. Ambassador to Mexico; Kevin Faulconer, Mayor of San Diego; Jorge Astiazaran, Mayor of Tijuana; David Kim, Deputy Director, U.S. Federal Highway Administration; Ben Hueso, California State Senator; Betty Yee, California State Controller; Caridad Sanchez, Senator Boxer's Director for San Diego and Imperial Counties; Janine Bryant, Congressman Vargas' District Director; Sidney Aki, CBP Port Director of the San Ysidro and Otay Mesa ports of entry; Laurie Berman, Caltrans District 11 Director; Harry Mathis, Chairman, San Diego Metropolitan Transit System; and Gary Gallegos, San Diego Association of Governments Executive Director

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 70,000 northbound vehicle passengers and 20,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87 percent increase in vehicle traffic in San Ysidro by the year 2030. To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidro.

Join the conversation @USGSA @CustomsBorder #EconomicCatalyst #PedWest #VATC #SanYsidroLPOE #EIChaparral #Tijuana #SanDiego

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U.S. General Services Administration

The mission of GSA is to deliver best value in real estate, acquisition and technology services to government and the American people. The agency delivers this commitment through six priority areas that include: delivering better value and savings; serving our partners; expanding opportunities for small businesses; creating a more sustainable government; leading with innovation; and building a stronger GSA.

U.S. Customs and Border Protection

U.S. Customs and Border Protection is the unified border agency within the Department of Homeland Security charged with the management, control and protection of our nation's borders at and between the official ports of entry. CBP is charged with keeping terrorists and terrorist weapons out of the country while enforcing hundreds of U.S. laws.

Social Media

Leading up to the event, we've published several posts informing the public about changes that are coming to pedestrian processing at the port, including graphics and a comprehensive video. Javy will live stream the ribbon cutting and/or the trolley/bus driving through the ceremonial banner on Facebook

We've scheduled a video countdown to be posted at noon announcing the official opening of pedwest and the VATC. Jess will also follow our partner agencies to see if they post anything we can repost or retweet.

Facebook

Today we celebrate the grand opening of the [#PedWest](#) pedestrian facility and the Virginia Avenue Transit Center at the world's largest land border crossing. Join us a little later as we live stream from the ceremony. PedWest officially opens at noon today.

Tweets

Today we celebrate the grand opening of the [#PedWest](#) pedestrian facility and the [#VATC](#) at the [#SanYsidroLPOE](#). [@CustomsBorder](#) [#LPOE](#) [@usgsa](#)

Join the conversation [@USGSA](#) [@CustomsBorder](#) [#EconomicCatalyst](#) [#PedWest](#) [#VATC](#) [#SanYsidroLPOE](#) [#EIChaparral](#) [#Tijuana](#) [#SanDiego](#)

Denise Turner Roth: [@DeniseUSGSA](#)

CBP: [@CustomsBorder](#)

San Diego Association of Governments: [@SANDAG](#)

Kevin Faulconer: [@kevin_faulconer](#)

Jorge Astiazaran: No @ use Tijuana Mayor (or el presidente municipal)

Sidney Aki: [@CBPSanDiego](#)

David Kim: [@USDOTFHWA](#)

Caltrans: [@SDCaltrans](#)

SD MTS: [@sdmts](#)

Tough Qs and As

Snapshot:

Location

720 East San Ysidro Blvd.
San Diego, CA 92173-3116
Facility Size (Planned)
~ 240,000 Gross Square Feet
Completed
~ 50 Acres (Project Area)

Project Cost

Approximately \$741 Million

Funding Status

Phase 1 - Fully Funded
Phase 2 - Fully Funded
Phase 3 - Fully Funded

Architect

Master Plan, Phases 1 - 3 - Miller|Hull Partnership

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To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of the LPOE, including primary and secondary inspection areas, administration and pedestrian buildings, and all other support structures. The project will expand

Project Phasing & Completion Schedule

Phase 1A: Pedestrian Bridge – Completed April 2011
Phase 1B: Northbound Vehicular Inspection – February 2011 to November 2014
Phase 1C: Southbound Pedestrian Crossing – August 2012
Phase 1D: PedWest Facility – June 2016
Phase 1E: Virginia Ave Transit Center - June 2016
Phase 2: Administration & Pedestrian building – Fall 2019
Phase 3: I-5 North & Southbound Inspection Facilities – Fall 2019

Primary Tenants

U.S. Customs and Border Protection (CBP)
U.S. Immigration and Customs Enforcement (ICE)

pedestrian processing facilities including a new pedestrian crossing on the east side of the LPOE that will connect with a new multimodal transportation hub in Mexico and expanded northbound inspection facilities. Additionally, there will be a new north and southbound crossing at El Chaparral/Virginia Avenue with an associated transit center.

Once all three phases are complete, the new port will boast 62 northbound vehicle primary inspection booths, one dedicated bus lane and inspection booth spread over 34 lanes, as well as improved processing facilities for bus and Secure Electronic Network for Travelers Rapid Inspection (SENTRI) travelers. The

LPOE will have over 110,000 square feet of new primary and secondary vehicle inspection canopy utilizing state-of-the-art materials that will both conserve and produce energy. In addition, a portion of the Interstate 5 South freeway will be realigned and expanded from the current five lanes to ten lanes which will connect to Mexico's new El Chaparral facility. Corresponding southbound inspection canopy will be constructed to support Customs and Border Protection's (CBP) southbound vehicle inspection efforts.

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In designing the new San Ysidro LPOE, GSA is committed to build the "Port of the Future" and strives to build a facility that is sustainable, operationally scalable, and will dramatically reduce the Port's carbon footprint, while at the same time enhancing CBP's ability to conduct their mission. With the innovative applications of energy production projects, as well as sustainable energy and water-saving features, the San Ysidro LPOE aspires to receive the Leadership in Energy and Environmental Design (LEED) Platinum certification.

Energy & Sustainability Goals

- Energy
- Water Solar photovoltaic system
- Solar thermal hot water system
- Geothermal heat exchange system
- Ultra-low flow fixtures
- Rainwater retention and reuse system
- Onsite wastewater treatment system Xeriscape landscaping (drought tolerant plants)

Overall Project Objectives:

- Increase vehicle and pedestrian inspection processing capacities at the San Ysidro LPOE;
- Reduce northbound vehicle and pedestrian queues and wait times to cross the border;
- Improve the safety of the San Ysidro LPOE for vehicles and pedestrians crossing the border, and for employees at the LPOE;

- Modernize facilities to accommodate current and future demands and implementation of border security initiatives, such as the Western Hemisphere Travel Initiative (WHTI), the United States Visitor and Immigrant Status Indicator Technology program (US-VISIT), and the Secure Border Initiative (SBI).
- Provide facilities to enhance mobility and multi-modal connections in San Ysidro
- Reduce southbound vehicle queues and wait times to cross the border during “pulse and surge”¹ southbound inspections
- Lower idling times for drivers and reduce emissions
- A major investment in the region and enhanced Infrastructure to serve the San Diego Regional Economy
- and a sustainable facility that is operationally scalable, and will dramatically reduce the Port’s carbon footprint, while at the same time enhancing CBP’s ability to conduct their mission.

FAQs

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(b)(5)

(b)(5)

Phase 3 - I-5 North & Southbound Inspection Facilities

Phase 3 improvements entail the reconfiguration of the southbound facilities to connect with Mexico's new El Chaparral facility. A new southbound roadway would be constructed at the terminus of southbound I-5, just south of the Camino de la Plaza overcrossing, and would curve southwestward within the LPOE to connect with the El Chaparral LPOE in Mexico. The roadway expand from the current five lanes to ten southbound lanes.

Corresponding southbound inspection canopy will be constructed to support Customs and Border Protection's (CBP) southbound vehicle inspection efforts.

During Phase 3, the northbound primary inspection area would be expanded by seven lanes on the west side with 14 stacked inspection booths, resulting in a total of 31 new lanes (24 lanes would be constructed in Phase 1).

Fiscal Year 2014 Consolidated Appropriations Act provided \$226 million for Phase 3

Phase 3 Schedule* (Calendar year)

Design Start	Q2 2014
Design completion	Q3 2015
Construction Start	Q3 2016
I-5 Realignment Start	Q2 2017
I-5 Realignment Finish	Q1 2019

New N/B Lanes Start	Q2 2019
New N/B Lanes Finish	Q3 2019
Construction completion	Q3 2019

*Note: Start and finish dates are conservative preliminary projections. GSA anticipates having contractual dates in the next 90 days.

Office	Name, Date
R9 PAO	aph
R9 PDT	BS 9/1/22
LPOE Program Mgr	alk
R9 OSC	tw
R9 PBS	DRB
PBS - RECT	SMB
OSC Press Secretary	CW per chat

San Luis I LPOE - Friendship Park Closure Communication Plan

As of September 7, 2022

POCs:

- **R9 PBS RC:** Dan Brown
- **R9 LPOE Program Manager:** Anthony Kleppe
- **Project Manager:** Buck Silvera
- **Region 9 PAO:** Andra Higgs
- **LPOE Communications Specialist:** Javier Fernandez

Request Approval of:

1. Press Release - 9/7/22
2. Social Media - 9/7/22

Executive Summary

The City of San Luis, Arizona and BLM transferred Ownership of Friendship park to GSA for the replacement and expansion of the San Luis Land Port of Entry (LPOE) GSA will close the former Friendship Park site to the public by enclosing the area with fencing in advance of the start of construction for the Bipartisan Infrastructure Law-funded modernization and expansion of the San Luis I LPOE. The fencing is to provide security for the area and begin preparations for the expansion. GSA's Operations and Maintenance contractor will install fencing to enclose the site and signage will be posted to alert the public that this site is now under GSA and Federal Protective Service jurisdiction and will be closed. The city of San Luis relinquished its use of the Friendship Park site to the Bureau of Land Management (BLM) who had previously granted the site to the city. In 2022, the site was transferred from BLM to the General Services Administration

Media Outreach

GSA will issue a press release and post on social media platforms to inform the public and our regional stakeholders about the installation of fencing around the park perimeter as a safety measure and in advance of the project.

- **Media Products**

- Press Release (to be issued and effective September 7)
 - R9 will issue the press release (English and Spanish) in Arizona and Mexico. We also coordinate with the U.S. Consulate in Tijuana to distribute media products to local Mexican news media outlets. GSA regularly accommodates interview requests with subject-matter experts in English and Spanish (as requested).
- Targeted English/Spanish Language Interviews (as requested)

Media Range (print, television & radio)

- Arizona (targeting media outlets in the Yuma County)
- Sonora, Mexico (including San Luis de Rio Colorado, Sonora)



Press Release

U.S. General Services Administration

FOR IMMEDIATE RELEASE
September 9, 2022

GSA Contact: andra.higgs@gsa.gov
Phone: 415-939-9464

GSA to enclose former Friendship Park site in San Luis, Arizona Site will be used to expand and modernize the San Luis I Land Port of Entry

SAN LUIS, Ariz. – The U.S. General Services Administration (GSA) announces the planned closure of the formerly Friendship Park site in preparation for the modernization and expansion construction project at the San Luis I Land Port of Entry (LPOE). Fencing will be installed on September 8, 2022 to ensure public safety and allow GSA to proceed with its planned construction for the [Bipartisan Infrastructure Law](#) funded project.

In 2021, the city of San Luis relinquished its use of the Friendship Park site to the Bureau of Land Management (BLM) who granted the site to the city. In 2022, the site was transferred from BLM to the General Services Administration in furtherance of the modernization of the San Luis I LPOE. The acquisition provides additional land for improvements and expansion of the existing port. The approximately 6 acre former park land will allow GSA to double the number of northbound vehicle lanes from eight to 16 and install four more pedestrian inspection booths for a total of 14. These improvements will provide the U.S. Customs and Border Protection (CBP) with necessary infrastructure to increase processing capacity and to reduce traveler wait times.

"We are grateful for the relinquishment of the park to the federal government," said Region 9 LPOE Program Manager Anthony Kleppe. "With this land now in GSA's possession, we're excited about the future transformation of the site into a portion of the modernized and expanded San Luis I Land Port of Entry that will serve the region's binational community for the coming decades."

Built in 1984, the San Luis I LPOE is the second busiest non-commercial LPOE in Arizona, processing more than 3 million vehicles and 2.5 million pedestrians each year. Originally, the port processed both commercial and non-commercial traffic. In 2010, commercial operations shifted to a new port referred to as the San Luis II LPOE, located approximately eight miles east of San Luis I.

###

About GSA: GSA provides centralized procurement and shared services for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet, overseeing approximately \$75 billion in annual contracts, and delivering technology services that serve millions of people across dozens of federal agencies. GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. For more information, visit [GSA.gov](https://www.gsa.gov) and follow us at [@USGSA](https://twitter.com/USGSA).



Comunicado de prensa

Administración de Servicios Generales de Estados Unidos

PARA PUBLICACIÓN INMEDIATA

8 de septiembre de 2022

Contacto en la GSA: andra.higgs@gsa.gov

Teléfono: 415-939-9464

La GSA cerrará el antiguo centro del Parque de la Amistad en San Luis, Arizona

El lugar se utilizará para ampliar y modernizar el Puerto de Entrada Terrestre de San Luis I

SAN LUIS, Ariz. -- La Administración de Servicios Generales de Estados Unidos (GSA) anuncia el cierre previsto del antiguo centro del Parque de la Amistad para preparar el proyecto de construcción de modernización y ampliación del Puerto de Entrada Terrestre de San Luis I (LPOE). La barda se instalará el xx de septiembre de 2022 para garantizar la seguridad pública y permitir que la GSA proceda con su construcción prevista para el proyecto financiado por la [Ley de Infraestructura Bipartidista](#).

En 2021, la ciudad de San Luis cedió el uso del centro del Parque de la Amistad a la Oficina de Administración de Tierras (BLM), que a su vez cedió el centro a la ciudad. En 2022, el centro fue transferido por la BLM a la Administración de Servicios Generales para promover la modernización del LPOE de San Luis I. La adquisición proporciona terrenos adicionales para las mejoras y la ampliación del puerto existente. Los aproximadamente 6 acres (2.5 ha.) de terreno del antiguo parque permitirán a la GSA duplicar el número de carriles para vehículos en dirección norte, de ocho a 16, e instalar cuatro cabinas más de inspección peatonal para un total de 14. Estas mejoras proporcionarán a la Oficina de Aduanas y Protección de Fronteras de Estados Unidos (CBP) la infraestructura necesaria para aumentar la capacidad de procesamiento y reducir los tiempos de espera de los viajeros.

“Estamos agradecidos por la cesión del parque al gobierno federal”, dijo el director del programa LPOE de la Región 9, Anthony Kleppe. “Con este terreno ahora en posesión de la GSA, estamos entusiasmados con la futura transformación del centro en una parte del modernizado y ampliado Puerto de Entrada Terrestre de San Luis I, que servirá a la comunidad binacional de la región durante las próximas décadas”.

Construido en 1984, el LPOE de San Luis I es el segundo LPOE no comercial más concurrido de

Arizona, procesando más de 3 millones de vehículos y 2.5 millones de peatones cada año. Originalmente, el puerto procesaba tanto el tráfico comercial como el no comercial. En 2010, las operaciones comerciales se trasladaron a un nuevo puerto consultado como el LPOE San Luis II, situado aproximadamente a ocho millas (13 km) al este de San Luis I.

###

Acerca de la GSA: La GSA proporciona servicios centralizados y compartidos de adquisición para el gobierno federal, administrando una cartera de bienes inmuebles en todo el país de casi 370 millones de pies cuadrados (34 millones de m²) alquilables, supervisando aproximadamente 75,000 millones de dólares en contratos anuales y proporcionando servicios tecnológicos que sirven a millones de personas en docenas de agencias federales. La misión de la GSA es proporcionar la mejor experiencia y valor al cliente en materia de bienes inmuebles, adquisiciones y servicios tecnológicos al gobierno y al pueblo estadounidense. Para más información, visite [GSA.gov](https://www.gsa.gov) y síganos en [@USGSA](https://twitter.com/USGSA).

Social Media Posts

August TBD, 2022

- Facebook: GSA will finalize installing construction fencing around the former Friendship Park in San Luis, Arizona tomorrow, effectively closing it permanently. The agency is grateful that the City of San Luis has relinquished the site to allow GSA to modernize and expand the San Luis I Land Port of Entry to increase its operational efficiency and reduce wait times. [➡ http://ow.ly/7A1z50KCVzn](http://ow.ly/7A1z50KCVzn)
- Twitter: GSA is installing fencing around Friendship Park in San Luis Arizona, permanently closing it. The City of San Luis has relinquished the site to allow GSA to modernize and expand the San Luis I Land Port of Entry to increase its operational efficiency and reduce wait times. [➡ http://ow.ly/7A1z50KCVzn](http://ow.ly/7A1z50KCVzn)

Publicaciones en redes sociales

Agosto, por determinar, 2022

- Facebook: La GSA agradece que la ciudad de San Luis la cesión del centro del antiguo Parque de la Amistad. El cierre del parque permitirá a la GSA modernizar y ampliar el Puerto de Entrada Terrestre de San Luis I para aumentar su eficiencia operativa y reducir los tiempos de espera. **ENLACE**
- Twitter: La GSA agradece que la ciudad de San Luis haya cedido el centro del antiguo Parque de la Amistad. El cierre del parque permitirá a la GSA modernizar y ampliar el Puerto de Entrada de San Luis I para aumentar su eficiencia operativa y reducir los tiempos de espera. **ENLACE**

LINK

<https://www.gsa.gov/about-us/regions/welcome-to-the-pacific-rim-region-9/region-9-newsroom/pacific-rim-press-releases/gsa-to-enclose-former-friendship-park-site-in-san-luis-arizona-09072022>

Frequently Asked Questions

(b)(5)



Approvals:
LPOE Program Manager: alk
R9 PBS: DRB
R9 Comms Supervisor: TRM
PBS:
OCIA:
OSC:

San Ysidro LPOE Traffic Advisory Comm Plan for southbound vehicle traffic

As of January 16, 2018

POCs:

- R9 PBS RC: Dan Brown
- R9 LPOE Program Manager: Anthony Kleppe
- Project Manager: Richard Fallejo (P3)
- Region 9 PAO: Andra Higgs
- LPOE Communications Specialist: Javier Fernandez

Executive Summary

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently, processing an average of 70,000 northbound vehicle passengers and 20,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030. To accommodate that growth and to better meet the changing needs of the federal inspection agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes demolition and construction of a new LPOE, including primary and secondary inspection areas, administration and pedestrian buildings.

GSA will be opening a recently constructed segment of the realigned Interstate 5 (I-5) south freeway to the Mexican inspection station, El Chaparral, at the end of January. The new curve will replace the existing roadway and feature four southbound vehicle lanes and a considerably softer, less acute curve, that fans out to five lanes towards El Chaparral. GSA will transition to the new, temporary segment beginning Thursday, January 25, 2018 at 7 p.m., and will complete the process on Friday, January 26 at 7 a.m. This temporary roadway and curve will be in use for a period of 21 months while the permanent and expanded I-5 south freeway is under construction. Once the permanent infrastructure is complete in fall 2019, the I-5 south freeway will have 10 southbound vehicle lanes and southbound vehicle inspection booths to support U.S. Customs and Border Protection (CBP) operations.

Additionally, the I-5 south on-ramp at the intersection of Camiones Way and Camino De La Plaza will be closed for eight hours from Thursday, January 25, 2018 at 10 p.m. through Friday, January 26, 2018 at 5 a.m., as part of ongoing Phase 3 construction. Detour signs will be posted during this eight-hour closure. This on-ramp closures is necessary in order for GSA to safely open the realigned temporary southbound lanes to El Chaparral, during non-peak traffic hours.



Advisory

Traffic

U.S. General Services Administration

FOR IMMEDIATE RELEASE

January 22, 2018

GSA Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

GSA Opens Realigned Segment of I-5 South Freeway

Travelers should anticipate temporary closure of southbound on-ramp at Camiones Way during realignment Jan. 25-26

New Temporary Curve Opening

What: As part of the San Ysidro Land Port of Entry (LPOE) modernization and expansion project, the U.S. General Services Administration (GSA) will open a realigned segment of Interstate 5 (I-5) south freeway to the Mexican inspection station, El Chaparral this month. The existing four-lane segment will begin transitioning to the new segment beginning Thursday, January 25, 2018 at 7 p.m. through Friday, January 26, 2018 at 7 a.m.

The transition will occur during non-peak hours to ensure the safety of construction workers and will be completed one lane at a time to lessen the impact on the traveling public. There will be a minimum of three available lanes during the 12-hour period. The new segment will replace the existing roadway and feature four southbound vehicle lanes and a considerably softer, less acute curve, that fans out to five lanes towards El Chaparral. Travelers are urged to monitor posted signage, traffic control measures and reduce speeds as they approach the construction area.

This new temporary roadway and curve will be in operation for a period of 21 months while the permanent and expanded I-5 south freeway is under construction. Once the permanent infrastructure is complete in fall 2019, the I-5 south freeway at the San Ysidro Port of Entry will have 10 southbound vehicle lanes and southbound vehicle inspection booths to support U.S. Customs and Border Protection operations.

Where: From South of the Camino De La Plaza overpass and the pedestrian bridge to the international border.

When: Beginning January 25, 2018 at 7 p.m., and concluding on January 26, 2018 at 7 a.m.

I-5 South On-ramp Closure at Camiones Way

What: The I-5 south freeway on-ramp at the intersection of Camiones Way and Camino De La Plaza will be closed for seven hours on Thursday, January 25, 2018 at 10 p.m. through Friday, January 26, 2018 at 5 a.m. Traffic will be detoured to Dairy Mart Road during these non-peak hours.

Where: The I-5 south freeway on-ramp located at the intersection of Camiones Way and Camino De La Plaza.

When: Thursday, January 25, 2018 at 10 p.m. through Friday, January 26, 2018 at 5 a.m.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidro/poe.

###

Social Media

Twitter:

- New softer curve to El Chaparral to open 1/25 at 7pm @ #SYLPOE. Lanes will gradually shift to the new alignment overnight to be completed by 7am on 1/26. I-5 S on-ramp at Camiones Way closed at 10pm 1/25 thru 5am 1/26. #5realign <https://www.gsa.gov/node/98945>
- La nueva curva hacia Tijuana se abrirá 25/1 @ 7pm en la #SYLPOE. Los nuevos carriles se abrirán gradualmente hasta las 7am 26/1. Se cerrará la rampa de entrada a la carretera 5 S en Camiones Way desde @ 10pm 25/1 hasta las 5am 26/1. #5realign [gsa.gov/node/98945](https://www.gsa.gov/node/98945)

Facebook:

- ATTN SAN YSIDRO DRIVERS: On 1/25/18 at 7pm a realigned segment of I-5 S and temporary curve to El Chaparral will open. The lanes will gradually shift to the new alignment overnight and will be completed by 7 a.m. on 1/26.

NOTE: I-5 S on-ramp at the intersection of Camiones Way & Camino De La Plaza will be closed at 10pm on 1/25 thru 5am on 1/26 to accommodate the change. Please monitor posted signage & reduce speeds as you approach the construction area. For more details, read the full traffic advisory. #5realign <https://www.gsa.gov/node/98945>

- Atención a los conductores que cruzan por la Garita de San Ysidro: El 25 de enero a las 7 p.m. se abrirá un segmento de la carretera 5 sur, el cual se conectará a una nueva curva temporal hacia El Chaparral. Los nuevos carriles se abrirán gradualmente por la noche y todos los carriles de la nueva curva estarán abiertos a las 7 a.m. el 26 de enero.

Tome Nota: La rampa de entrada a la carretera 5 sur en la intersección de Camiones Way y Camino de la Plaza estará cerrada desde el 25 de enero a las 10 p.m. hasta las 5 a.m. el 26 de enero. Se les avisa a los viajeros que continúen monitoreando los señalamientos y reduzcan su velocidad por las áreas de construcción. Se le solicita al público que continúen monitoreando los señalamientos y reduzcan su velocidad por las áreas de construcción. Para mayores informes visite (URL LINK)

Frequently Asked Questions

(b)(5)



(b)(5)



Approvals

R9 PAO: aph

R9 Project Manager: al

R9 Project Executive: mr

R9 PBS DRB:

R9 Comms Supervisor: tw

PBS:

OCIA:

OSC:

Front Street (San Diego) Two-Day Closure Communication Plan - Traffic Advisory - September 2019

As of September 11, 2019

POCs:

- **R9 RA:** Tom Scott
- **R9 PBS RC:** Dan Brown
- **R9 Project Executive:** Mario Ramirez
- **Project Manager:** Ana Lau
- **Region 9 PAO:** Andra Higgs
- **Communications Specialist:** Jessica Glavin

Request Approval of:

1. Traffic Advisories
2. Targeted English distribution

Executive Summary

The U.S. General Services Administration (GSA) is currently conducting maintenance and repairs on the exterior facade of the Edward J. Schwartz Federal Building in San Diego. From **9/14 7 a.m. - 7 p.m. and 9/15 7 a.m. - 7 p.m.**, Front Street will be closed to vehicle and pedestrian traffic between Broadway and West F Street to install scaffolding above the roadway in preparation for building exterior work and the placement of a new rooftop emergency generator. Detour signage will be in place during the closure.

The schedule is as follows:

September 14, 7:00 a.m. - 7 p.m.

September 15, 7:00 a.m. - 7 p.m.

Front Street closure and detour via Broadway

September 15, 7 p.m.

Front Street reopens

Communication Plan Strategic Intent

- Community outreach to increase awareness and minimize confusion

- Enlist regional stakeholders help communicate changes to traffic patterns
- Ensure first responders, emergency providers, metro transit awareness of the traffic shift
- Provide advance notice to area residents and businesses
- Ensure consistent messaging among stakeholder communication partners

Media Outreach

GSA will use traffic advisories, responses to media inquiries and targeted outreach to announce a two-day closure of Front Street (between Broadway and F Street) to build scaffolding to complete exterior repairs on the facade of the Schwartz Federal Office Building. Detours will be in place during the temporary closure. GSA will also announce a secondary closure and reopening of Front Street upon the completion of the project at a later date.

- **Media Products**
 - Traffic Advisory (to be issued September 9, 2019; effective Sept 14-15, 2019)
 - R9 will release traffic advisory to media outlets in the Greater San Diego community announcing the two-day Front Street closure.
- **Media Range (print, television, radio, social)**
 - Media outlets in the Greater San Diego metropolis



Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE

September 9, 2019

GSA Contact: andra.higgs@gsa.gov

Front Street in San Diego Temporarily Closed for GSA Construction Project *Vehicle and pedestrian traffic detours during two-day closure starting September 14*

SAN DIEGO – The U.S. General Services Administration (GSA) will temporarily close all lanes of Front Street between Broadway and West F Street for two days to install scaffolding on the exterior façade of the Edward J. Schwartz Federal Office Building (Schwartz FOB) beginning September 14, 2019. The work will occur above the vehicle lanes which pass beneath a portion of the building on Front Street. Sidewalks on Front Street in the affected area will also be closed to pedestrian traffic. To transition vehicles off Front Street, GSA will **detour traffic from 7 a.m. to 7 p.m., on both September 14 and September 15, 2019:**

- **southbound traffic on Front Street** detours at Broadway to State Street (to the west) for one block before routing back onto F Street for continued southbound travel on **Front Street**.

Travelers are advised to plan ahead for potential delays, monitor media traffic reports and adhere to posted signage.

WHERE: Front Street between Broadway and F Street.

WHEN: 7 a.m. - 7 p.m. on September 14 and September 15, 2019.

For more information about current projects at the Schwartz FOB, click [here](#).

###

Social Media Post

Twitter

Closing/opening of lanes

- SAN DIEGO TRAFFIC ALERT: On Sept 14 & 15 from 7am-7pm vehicle lanes & sidewalks on Front St. in San Diego closed b/tw Broadway & F St. due to construction. Find out more here → <https://www.gsa.gov/node/127037> #SchwartzFOB
- SAN DIEGO TRAFFIC ALERT: Don't forget! Front St. in downtown SD will be closed b/tw Broadway & F St. Sat & Sun from 7am-7pm. Plan ahead → [LINK] #SchwartzFOB
- SAN DIEGO TRAFFIC ALERT: Front St. vehicle lanes & sidewalks are back open b/tw Broadway & F St. Thanks for your cooperation! #SchwartzFOB

Facebook

Closing/opening of lanes

- SAN DIEGO TRAFFIC ALERT: On Sept 14 & 15, Front Street in San Diego will be closed to vehicles and pedestrians between Broadway and F Street from 7 a.m. to 7 p.m. Construction crews will be working on site and detours will be in place. Learn more and plan ahead: <https://www.gsa.gov/node/127037> #SchwartzFOB
- SAN DIEGO TRAFFIC ALERT: Front Street in San Diego is back open to vehicles and pedestrians between Broadway and F Street. Thank you for your cooperation. #SchwartzFOB

Frequently Asked Questions

(b) (5)



Approvals

R9 PAO: aph

R9 Project Manager: AL

R9 Project Executive:MLR

R9 PBS: DRB

R9 Comms Supervisor: TW

PBS:

OCIA:

OSC:

Front Street (San Diego) One-Day Closure Communication Plan - Traffic Advisory - November 2019

As of November 12, 2019

POCs:

- **R9 RA:** Tom Scott
- **R9 PBS RC:** Dan Brown
- **R9 Project Executive:** Mario Ramirez
- **Project Manager:** Ana Lau
- **Region 9 PAO:** Andra Higgs
- **Communications Specialist:** Jessica Glavin

Request Approval of:

1. Traffic Advisory
2. Targeted English distribution

Executive Summary

The U.S. General Services Administration (GSA) is currently conducting maintenance and repairs on the exterior facade of the Edward J. Schwartz Federal Building in San Diego. On Saturday, November 16, from 7 a.m. to 4 p.m., Front Street will be closed to vehicle and pedestrian traffic between Broadway and F Street to remove scaffolding above the roadway and place a generator on the building's rooftop. Sidewalks on Front Street in the affected area will be closed during this time frame. Detour signage will be in place during this one-day closure.

Communication Plan Strategic Intent

- Community outreach to increase awareness and minimize confusion
- Enlist regional stakeholders help with communicating changes to traffic patterns
- Ensure first responders and emergency providers are aware of the traffic shift
- Brief elected, government officials, municipal and civic groups on shifting traffic pattern
- Provide advance notice to area residents and businesses
- Ensure consistent messaging among stakeholder communication partners

Media Outreach

GSA will use a traffic advisory, responses to media inquiries and targeted outreach to announce this one-day closure of Front Street (between Broadway and F Street) to remove scaffolding from the facade of the Schwartz Federal Office Building. Detours will be in place during the temporary closure.

- **Media Products**
 - Traffic Advisory (to be issued November 12; effective November 16)
 - R9 will release an English traffic advisory to media outlets in the Greater San Diego community announcing this one-day Front Street closure.
- **Media Range (print, television, radio, social media)**
 - Media outlets in the Greater San Diego metropolis



Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE
November 12, 2019

GSA Contact: andra.higgs@gsa.gov

Front Street Temporarily Closed for GSA Construction Project

Vehicle and pedestrian traffic will detour on November 16

SAN DIEGO – The U.S. General Services Administration (GSA) will temporarily close all lanes of Front Street between Broadway and F Street to remove scaffolding on the exterior façade of the Edward J. Schwartz Federal Office Building (Schwartz FOB) on November 16, 2019. The work will occur above vehicle lanes which pass beneath a portion of the building on Front Street. Sidewalks on Front Street in the affected area will also be closed to pedestrian traffic. During this time, a crane will also install a new generator on the roof of the building.

To transition vehicles off Front Street, GSA will **detour traffic from 7 a.m. to 4 p.m., on November 16, 2019:**

- **Southbound** traffic on **Front Street** detours at Broadway to State Street (to the west) for one block before routing back onto F Street for continued southbound travel on **Front Street**.

Travelers are advised to plan ahead for potential delays, monitor media traffic reports and adhere to posted signage.

WHERE: Front Street between Broadway and F Street.

WHEN: November 16, 2019 from 7 a.m to 4 p.m.

For more information about current projects at the Schwartz FOB, click [here](#).

###

Social Media Post

Twitter

Closing/opening of lanes

- SAN DIEGO TRAFFIC ALERT: Vehicle lanes, sidewalks on Front St. closed b/tw Broadway & F St. for bldg. maintenance from 11/16 @ 7 a.m. to 4 p.m. Find out more here → [LINK] #SchwartzFOB #GSAPBS

Facebook

Closing/opening of lanes

- SAN DIEGO TRAFFIC ALERT: Front Street closed to vehicles and pedestrians between Broadway and F Street. ONE DAY – November 16 from 7 a.m. to 4 p.m. Maintenance work to the exterior of Edward J. Schwartz Federal Office Building. Front Street vehicle and pedestrian traffic detours at Broadway and at F Street. [LINK] #SchwartzFOB #GSAPBS

Frequently Asked Questions

1. Why is GSA temporary closing a portion of Front Street?

(b)(5)

Approvals

PM Chris Van Deusen	CV
LPOE SME Anthony Kleppe	alk
R9 PAO Christi Chidester	CCV
R9 PBS Dan Brown	drb
R9 OSC Traci Washington	TW
CIPMO	DCF
PBS	
OSC	

San Luis I LPOE BIL Groundbreaking Ceremony Communications Plan

As of June 14, 2023



Event Executive Summary

GSA, in partnership with the U.S. Customs and Border Protection (CBP), will co-host a groundbreaking ceremony at the San Luis I LPOE modernization and expansion project on June 27, 2023. The \$308 million project will deliver a new state-of-the-art facility to replace the outdated

and undersized infrastructure with modernized and expanded buildings which will reduce border crossing wait times and support CBP's mission. The project will boost the regional economy by allowing for efficient movement of much-needed agricultural laborers whose local spending also supports area businesses. Cutting-edge technology will also make it easier to identify drug trafficking and other illegal activity. The project will optimize life-cycle costs through energy efficiencies to ensure facility resilience in an extremely harsh climate while maximizing value to the U.S. taxpayer. The event celebrates the start of the first major BIL-funded LPOE project to break ground.

Groundbreaking Photo Opportunity

Date & Time: June 27, 2023, 10:20 a.m.

Location: 431 Main Street, San Luis, AZ, 85349

Groundbreaking Ceremony

Date & Time: June 27, 2023, 11:00 a.m.

Location: 1015 N Main St, San Luis, AZ 85349

Rollout

- Tuesday, June 20 - Media Advisory (June 23 RSVP deadline for CBP security vetting of media)
- Tuesday, June 27- Press Release

Request Approval of:

1. [Media Advisory](#)
2. [News Release](#)
3. Social Media Posts
4. FAQs

Confirmed Speakers

- Regional Administrator Sukhee Kang
- Governor Katie Hobbs
- Senator Mark Kelly
- Administrator Robin Carnahan
- Mayor Nieves Riedel
- Mayor Santos Gonzalez Yescas
- Consul General Laura Biedebach
- Consul of Mexico Dulce María Valle Álvarez
- Executive Director Donald R. Stakes - U.S. Customs and Border Protection
- Martha Gonzalez, Aide to Congressman Raul M. Grijalva

Other Key Attendees, Not Speaking

- U.S. Congress/Senate Representatives
 - Bianca Lopez, Border and Immigration Affairs Director for Senator Kyrsten Sinema
- Local Elected Officials
 - Gerardo "Gerry" Anaya, Mayor of Somerton
 - Cecilia McCullough, Mayor of Wellton
 - Luis Cabrera, Vice Mayor of San Luis

- Doug Nicholls, Mayor of Yuma
- Lynne Pancrazi, Yuma County Board of Supervisors
- Jesus Roldan, Vice Mayor of Somerton
- State of Sonora, Mexico
 - Alejandra Castro Valencia, Director of Special & Binational Projects
 - Omar Del Valle Colosio, Secretary of Infrastructure & Urban Development
 - Diego Ledgard, Director of Binational Programs & Projects
- Others
 - Julie Engel, Greater Yuma Economic Development Council
 - Alejandro Figueroa, Director of Economic Development & Intergovernmental Affairs, Yuma County
 - Buna George, Executive Director of the Yuma Port Authority

Communication Plan Strategic Intent

- Cross-border messaging to increase awareness and inform the local community of the new, BIL-funded infrastructure project and its benefits for the economy and border security
- Enlist regional civic leaders and media to help communicate this once-in-a-generation federal port infrastructure investment.

Press Plan

- Distribute media advisory and news release to targeted regional media and other contacts recommended by GSA, CBP and the U.S. Consulate.
- Target key reporter(s) from media in larger nearby markets (Phoenix, San Diego) to travel with and/or attend the event.

Top Messages

- Our land ports of entry play a vital role in national security, but also facilitate economic trade and prosperity, cultural exchange, and the connections between families and communities in the U.S. and Mexico.
- Land ports and their associated projects are engines of economic activity, fueling regional job creation and supporting small businesses.
- Given land ports' vital role in national security, economic growth and cultural exchange, they require modernized facilities capable of supporting not only current needs but expanded demands over the coming decades.
- Funding from the Bipartisan Infrastructure Law and the Inflation Reduction Act for the expansion and modernization of the San Luis I LPOE will fuel job creation, boost the region's economy, improve border security and spur clean energy innovation.

Media Outreach

GSA will use a combination of news release, social media and media-inquiry responses to announce the ceremony.

Media Products

- [Media Advisory](#) (Invitation to journalists to cover ceremony)
- [Press Release](#) (Published and distributed in conjunction with ceremony)

- Fact Sheet (Published and distributed)
- Social Media Posts (Promoting upcoming ceremony and covering live ceremony)

Media Engagement

- Media Advisory (Invitation for groundbreaking ceremony)
- Press Release (issued in conjunction with groundbreaking ceremony)
- Exclusive or embargo with high-profile outlet in larger Arizona media market
- Port b-roll Filming Opportunity (immediately preceding the groundbreaking photo opportunity)
- Groundbreaking Photo Opportunity (At the port's old commercial inspection docks)
- Social Media (before, during and after event)
- On-site media interviews (post ceremony)

Media Range

- Arizona
- Sonora, Mexico

List of Media Outlets (partial) to Invite to the Groundbreaking Ceremony

- Print
 - Yuma Sun, Arizona Republic, Noticias, Bajo El Sol, Arizona Daily Star, Nogales International, Associated Press
- Television
 - KSWT-TV, KYMY-TV, KECY-TV, KGUN-TV, KYMA-TV
- Radio
 - KAWC-FM, KPBS-FM, UNIRADIO INFORMA, KTAR-FM

Targeted Interviews to Support (San Luis I LPOE Groundbreaking Ceremony)

GSA, in coordination with CBP, will provide media access to ceremony speakers at a designated on-site location for post-event interviews which highlights the groundbreaking ceremony and impact of the San Luis I LPOE on the cross-border community.

Media & Communication Partner POCs

- (b)(6) CBP Public Affairs Liaison, (b)(6) @cbp.dhs.gov
- (b)(6), Communications Director, State of Arizona, (b)(6) @az.gov

Social Media Strategy

06/27/23 - 10 a.m.



Facebook

🌟 We're thrilled to announce the start of the San Luis I Land Port of Entry (LPOE) modernization and expansion project! 🛠️ This groundbreaking marks the first major port improvement project funded by the Bipartisan Infrastructure Law (BIL) to break ground since its signing in 2021. The project would expand the port's pedestrian and vehicular processing capacity, reduce border crossing wait times and support U.S. Customs & Border Protection fulfill its mission. 🌟 Want to learn more? [\[HYPERLINK TO PRESS RELEASE\]](#)

🌟 ¡Estamos emocionados de celebrar el inicio de la modernización y ampliación de la Garita de San Luis I! 🛠️ Este hito histórico marca el primer proyecto de mejora portuaria financiado por la Ley de Infraestructura Bipartidista (LIA) que inicia su construcción desde su firma en 2021. El proyecto ampliará la capacidad de procesamiento de peatones y vehículos de la garita, reducirá los tiempos de espera en el cruce fronterizo y respaldará a la Oficina de Aduanas y Protección Fronteriza de Estados Unidos en el cumplimiento de su misión. 🌟 ¿Quieres aprender más? [\[HYPERLINK TO PRESS RELEASE\]](#)

Twitter

🌟 Exciting news! San Luis I Land Port of Entry (LPOE) modernization and expansion project begins! 🛠️ It's the first **major** port improvement funded by the #BIL to break ground. Will expand processing capacity, reduce wait times, and support U.S. Customs & Border Protection's mission. 🌟 [\[HYPERLINK TO PRESS RELEASE\]](#) #SanLuisILPOE

🌟 ¡Emocionantes noticias! ¡Comienza el proyecto de modernización y expansión de la Garita

de San Luis!! 🚧 Es la primera mejora portuaria financiada por el #BIL en comenzar. Ampliará la capacidad de procesamiento, reducirá los tiempos de espera y apoyará a la Aduana y Protección Fronteriza de EE. UU. 🌟 [\[HYPERLINK TO PRESS RELEASE\]](#) #SanLuisILPOE

06/27/23 - 11 a.m.

INSERT GROUNDBREAKING PHOTO OPP IMAGES

INSERT TEXT

06/27/23 - 11:45 a.m.

INSERT GSA SPEAKER GROUNDBREAKING CEREMONY PHOTOS

INSERT TEXT

06/28/23 - 11 a.m.



Facebook

✨ Get ready for an exciting upgrade! ✨ The new pedestrian inspection building at the San Luis I LPOE will increase the number of inspection lanes from 10 to 14, boosting processing capacity by 40%. ✅ As you walk through the tranquil pedestrian walkway 🚶, take a moment to admire the landscaping full of drought tolerant and native plants, reflecting GSA's commitment to sustainability and the region's natural beauty. Just don't get too close - some of the plants are a bit *prickly*. 🌿 These and other improvements will help reduce crossing wait times, enhance the pedestrian experience and better connect San Luis and San Luis Rio Colorado. 📎

✨ ¡Prepárate para una emocionante mejora! ✨ El nuevo edificio de inspección peatonal en la Garita de San Luis I incrementará el número de carriles de inspección de 10 a 14, aumentando la capacidad de procesamiento en un 40%. ✅ Mientras caminas por el tranquilo sendero peatonal 🚶, tómate un momento para admirar el paisaje lleno de plantas tolerantes a la sequía y autóctonas, reflejando el compromiso de GSA con la sostenibilidad y la belleza natural de la región. Solo ten cuidado de no acercarte demasiado, algunas de las plantas son un poco *espinosas*. 🌿 Estas y otras mejoras ayudarán a reducir los tiempos de espera, mejorarán la experiencia peatonal y fortalecerán la conexión entre San Luis y San Luis Río Colorado. 📎

Twitter

✨ Exciting upgrade ahead! ✨ New pedestrian inspection building adds 4 lanes, increasing capacity by 40%. ✅ Stroll through tranquil walkway 🚶, admire native plants, but watch out for prickly ones! 🌿 Improvements reduce wait times, enhance experience, and connect San Luis and San Luis Rio Colorado. 📎 #SanLuisILPOE

✨ Emocionante mejora en marcha! ✨ Nuevo edificio de inspección peatonal suma 4 carriles, aumentando capacidad en un 40%. ✅ Camina por el sendero 🚶, admira plantas nativas y resistentes a sequías, reflejando la belleza de la región. ¡Ojo con las espinas! 🌿 Mejoras reducirán tiempos de espera, mejorarán experiencia peatonal y fortalecerán conexión entre San Luis y San Luis Río Colorado. #SanLuisILPOE

06/29/23 - 11:25 a.m.



Facebook

🌟 Northbound drivers are also getting a BIG upgrade! 🌟 Doubling the number of vehicle 🚗 inspection lanes from eight to 16 means less time waiting to cross and getting to your destination faster. 🚦 The BIL-funded port modernization and expansion project will help reduce border crossing wait times and install the latest tech to support CBP's security inspection mission. 📄 More than just history, culture, and economic ties connect the communities on both sides of the San Luis I LPOE. 🤝 Together, they represent a dynamic region where a modernized and expanded port facility would further strengthen these bonds and foster economic and cultural exchange. 🤝

🌟 ¡Los conductores rumbo al norte también obtendrán una GRAN mejora! 🌟 Duplicar el número de carriles de inspección vehicular 🚗 de ocho a 16 significa menos tiempo de espera para cruzar y llegar a tu destino más rápido. 🚦 El proyecto de modernización y expansión del puerto, financiado por el BIL, ayudará a reducir los tiempos de espera en el cruce fronterizo e instalar la última tecnología para apoyar la misión de inspecciones y seguridad de CBP. 📄 Más que solo historia, cultura y lazos económicos conectan a las comunidades de ambos lados de la Garita de San Luis I. 🤝 Juntos, representan una región dinámica donde una instalación portuaria modernizada y ampliada fortalecería aún más estos vínculos y fomentaría el intercambio económico y cultural. 🤝

Twitter

🌟 Northbound drivers, get ready for a BIG upgrade! 🌟 Doubling vehicle 🚗 inspection lanes

from 8 to 16 means less wait time and faster arrivals. 🚦 The BIL-funded port project reduces crossing wait times, enhances security, and strengthens ties between communities. 🤝 Together, we build a dynamic region with a modernized port facility, fostering economic and cultural exchange. 🤝

🌟 ¡Prepárate para una GRAN mejora! 🌟 Duplicamos los carriles de inspección vehicular 🚗 de 8 a 16, ¡Menos espera, más rapidez al cruzar! 🚦 El proyecto de modernización, financiado por el LIA, mejorará seguridad y reducirá los tiempos de espera. 🇺🇸 La garita une a una región dinámica y fortalece lazos 🤝 entre ambas comunidades binacionales. 🤝

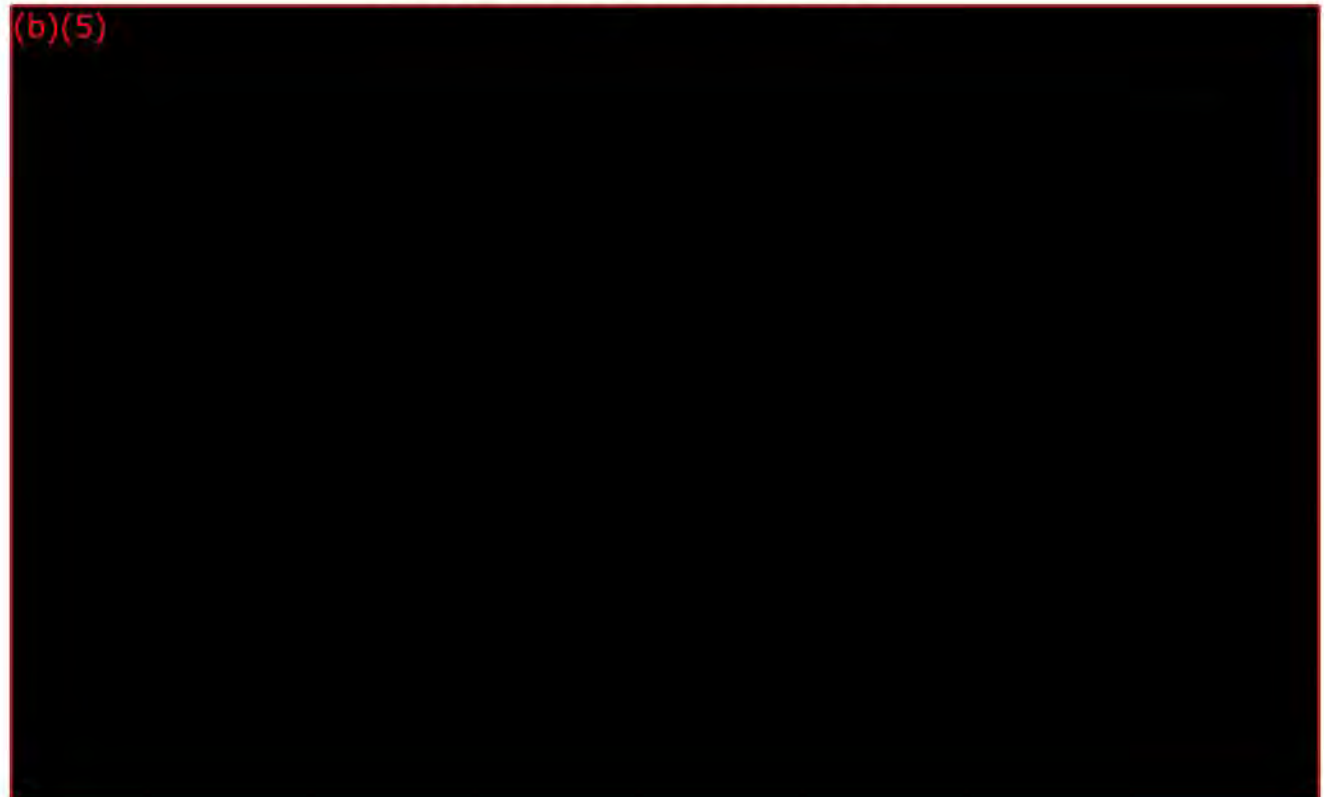
Confirmed Speaker Twitter Handles

- [@katiehobbs](#) - Governor Katie Hobbs
- [@SenMarkKelly](#) - Senator Mark Kelly
- [@GSACarnahan](#) - Administrator Robin Carnahan

Partner Agency Twitter Handles

- [@USCGNogales](#) - U.S. Consulate General in Nogales
- [@SanLuisAZGov](#) - City of San Luis
- [@SLPDAZ](#) - San Luis Police Department
- [@CBPARizona](#) - CBP Arizona

FREQUENTLY ASKED QUESTIONS



(b)(5)



(b)(5)

###

SENT Dec. 5, 2022 @ 2:52 p.m. PT

Approvals

Office	Name, date, time
R9 PAO	CCV 1dec2022 4pm
R9 Disposal PM	Via comment 1:28 pm 12/1/22
R9 RPUD Director	DLH 5pm 12/1/2022
R9 PBS	DRB
R9 OSC	TW 12/1/22
OSC PBS Client Team	
OCIA (awareness)	
OSC	Nao 12/5 2:45 pm

Laguna Ridge Auction Announcement Communication Plan

As of December 2, 2022

Contents

- [Approvals](#)
- [POCs](#)
- [Executive Summary](#)
- [Press Release](#)
- [Social Media](#)
- [FAQs](#)

POCs

- **R9 Disposal Project Manager:** Tom Doszkocs
- **R9 PAO:** Christi Chidester Votisek
- **R9 RPUD Director:** David Haase
- **R9 PBS RC:** Dan Brown

Executive Summary

The U.S. General Services Administration (GSA) is announcing details on the public auction of [Laguna Ridge](#), which will begin on Tuesday, March 7, 2023. This 89 +/- acre property is in the highly desirable community of Laguna Niguel, in Orange County, Calif. and was identified as one of the properties for the High-Value Round under the Federal Asset Sale and Transfer Act (FASTA - PL 114-287). The property is utilized as a federal office building and is partially occupied by federal agencies, tenants, and permittees.

Press Release



Press Release

U.S. General Services Administration
Pacific Rim Region

For Immediate Release
December 5, 2022

Contact: [Christi Chidester Votisek](mailto:christina.chidester@gsa.gov)
christina.chidester@gsa.gov
415-816-8512

GSA Announces Auction Details for Sale of Laguna Ridge property in Orange County

89+ acre property now available in Laguna Niguel

SAN FRANCISCO -- The U.S. General Services Administration (GSA) announced public auction details for the sale of the approximately 89-acre federal property in Laguna Niguel, Calif.

The site will be sold via an online auction that will start at **9 a.m. PST Tuesday, March 7**, at RealEstateSales.gov. Each bidder is required to submit a bid registration of \$300,000 and the minimum starting bid is \$70,000,000 (USD).

The property will be available for inspection for registered bidders who have paid the registration deposit of \$300,000 by appointment for scheduled tours in February and March 2023. Additional information about the property and the auction can be found online at gsa.gov/LagunaRidge.

"The sale of Laguna Ridge is one example of GSA's commitment to right-sizing the federal real estate portfolio," said Dan Brown, Acting Regional Administrator for GSA's Pacific Rim Region. "The sale of this large parcel of land in Laguna Niguel creates an economic development opportunity in Orange County while generating proceeds for the U.S. taxpayer."

GSA encourages developers, investors, and other potential buyers to consider this opportunity. The Laguna Ridge property, also known as the Chet Holifield Federal Building, is located in Laguna Niguel, approximately 4 miles from the Pacific coastline. The 7-story building (1.05M+ gross square feet) is currently used as a federal office building. This prime property is surrounded by a mix of retail, small office, and residential land uses, and is highly accessible from local road and highway networks, transportation facilities and regional employment centers.

This property was identified as one of the properties for the high-value round under the Federal Asset Sale and Transfer Act (FASTA - PL 114-287). Under the FASTA legislation, proceeds from property sales in the high-value round will be used to fund further potential sales of unneeded federal property and consolidation actions to save taxpayer funds.

The public can find more information about this auction at gsa.gov/LagunaRidge or by contacting Tom Doszkocs at (619) 557-5029 or LagunaRidge@gsa.gov.

###

About GSA: GSA provides centralized procurement and shared services for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet, overseeing approximately \$75 billion in annual contracts, and delivering technology services that serve millions of people across dozens of federal agencies. GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. For more information, visit GSA.gov and follow us at [@USGSA](https://twitter.com/USGSA).

Social Media

[Facebook](#) & [Twitter](#)

🔊 COMING SOON: GSA announces details for the public auction of the 89+ acre Laguna Ridge property in Orange County, CA. Full details on the sale can be found at [GSA.gov/LagunaRidge](https://www.gsa.gov/LagunaRidge). #realestate #OrangeCounty #LagunaRidgeSale <https://www.gsa.gov/about-us/regions/welcome-to-the-pacific-rim-region-9/region-9-newsroom/pacific-rim-press-releases/gsa-announces-auction-details-for-sale-of-laguna-ridge-property-in-orange-county-12052022>

PRIME DEVELOPMENT OPPORTUNITY

24000 Avila Road
City of Laguna Niguel, Orange County, CA

Laguna Ridge

FAQs

(b)(5)

(b)(5)

.-Approvals

R9 PAO: aph

LPOE Program Manager: AK

R9 PBS: DRB 6/23

R9 Comms Supervisor: TRM 6/23

PBS:

OCIA:

OSC: Pam Dixon 071917 5:22pm

San Ysidro LPOE I-5 Temporary Realignment Communication Plan

As of August 17, 2017

POCs:

- **R9 PBS RC:** Dan Brown
- **R9 LPOE Program Manager:** Anthony Kleppe
- **Project Manager:** Rich Fallejo
- **Region 9 PAO:** Andra Higgs
- **LPOE Communications Specialist:** Javier Fernandez

Request Approval of:

1. Press Brief - September 7
 - a. Media Advisory - August 28, reminder September 5
 - b. News Release - September 7
2. Four (4) Traffic Advisories
3. On-camera interviews for 57 hour I-5 south Closure (English/Spanish) - Week of September 21

Executive Summary

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 70,000 northbound vehicle passengers and 20,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030. To accommodate that growth and to better meet the changing needs of the federal inspection agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of a new LPOE, including primary and secondary inspection areas, and administration and pedestrian buildings.

Starting September, 2017, GSA will begin road work to temporarily realign the Interstate 5 (I-5) South freeway into the Mexican inspection station, El Chaparral. The freeway realignment project will shift the existing curve about 100 yards to the west while maintaining the existing number of lanes and modifying the curve's angle so that it is less acute. The purpose of this realignment is to proceed with Phase 3 work and extend northbound privately owned vehicle (POV) primary and secondary inspection areas.

The project's Traffic Management Plan (TMP) is being reviewed by the California Department of Transportation (Caltrans). Once approved, GSA will issue seven traffic advisories to inform the public about construction-related vehicle lane closures at the port.

Key Project Milestone Dates (Subject to change)

- Traffic Management Plan CADOT Approval - August 14, 2017
- Government Liaison Group (GLG) Meeting - August 16, 2017
- Community Representatives Committee (CRC) Meeting - August 17, 2017
- Planned Stage Start Dates
 - I-5 South Closure at San Ysidro/Stage 2 - September 23, 2017
 - Stage 3A - *planned for 57 hour closure*
 - Stage 3B - *planned for 57 hour closure*
 - Stage 4, Option 1 (or Option 2) - September 25, 2017
 - Stage 5 Option 1 (or Option 2)- November 21, 2017

- Stage 6 - May 20, 2019
- Stage 7 - June 17, 2019
- Project Ends - Summer 2019

Project Work Stages (Significant Impact on Traveling Public in blue)

- **I-5 South Closure at San Ysidro** - The complete closure of southbound vehicle crossing at the port is required to safely remove a large canopy structure used by CBP officers for southbound vehicle inspection operations. In addition to the canopy, GSA will remove the canopy's foundations; and, demolish crash barriers. Additionally, GSA will be installing underground utilities; demolishing a portion of the existing roadway. The roadway will then be replaced and re-striped. This stage will require the rerouting of southbound vehicles to the Otay Mesa LPOE, located about nine miles east, for a period of 56 hours over three days from Friday at 10 p.m. to Monday at 6 a.m.
- **Stage 2** - Removal of western cast-in place concrete barriers on Southbound I-5 where two western most lanes of the I-5 south, south of the Camino de la Plaza overpass, will be merged into other lanes.
- **Stage 3A** - Removal of eastern cast-in place concrete barriers on Southbound I-5 where two eastern most lanes of the I-5 south, south of the Camino de la Plaza overpass, will be merged into other lanes.
- **Stage 3B** - Removal of middle cast-in place concrete barriers on Southbound I-5 where two middle most lanes of the I-5 south, south of the Camino de la Plaza overpass, will be merged into other lanes.
- **Stage 4 Option 1 or Option 2**- This stage will reduce the number of southbound POV lanes at the port from 5 to 3 for a period of three months. It is anticipated that this will cause southbound traffic on the I-5 and I-805 freeways to back up. As a result, travelers will be urged to consider using Otay Mesa LPOE located about nine miles east as an alternative.
- **Stage 5 Option 1 or Option 2**- The new softened curve, exiting from the United States to Mexico, will be completed and open to the public. The number of southbound lanes increases to 4 and the temporary roadway will be in use for 18 months.
- **Stage 6** - Western construction for final connection between Southbound I-5 and new GSA queueing lanes where one lane is tapered off on I-5 Southbound where work on permanent realignment begins.
- **Stage 7** - The new permanent realignment of the I-5 south is complete and becomes operational for use by the traveling public. It expands the number of southbound vehicle inspection lanes to 10 as well as provides inspection booths.

Communication Plan Strategic Intent

- Cross-border community outreach to increase awareness and minimize confusion.
- Enlist regional stakeholder partners to help communicate closure
- Create a media "blitz" leading up to the closure and temporary lane reductions
- Encourage alternative transportation routes during lane closures/reductions
- Ensure emergency providers are aware of planned roadwork
- Brief elected officials and local city governments about I-5 realignment project
- Ensure consistent branding and messaging among strategic communication partners

Phase 3 Talking Points

- Phase 3 realigns a portion of the Interstate 5 South freeway and expands the number of southbound lanes from five to 10 lanes as it connects to Mexico's El Chaparral inspection facility.
 - Reduce southbound vehicle queues and wait times to cross the border during "pulse and surge" southbound inspections
 - Lower idling times for drivers and reduce emissions
- The project includes southbound inspection canopy to support Customs and Border Protection's

(CBP) southbound vehicle inspection efforts.

- The northbound primary inspection area will be expanded by eight lanes on the west side with 15 stacked inspection booths, resulting in a total of 33 lanes.

Roadwork project talking points

- GSA is striving to minimize traffic delays for the traveling public while completing the necessary road work that will ultimately result in a realigned and expanded I-5 South freeway into Mexico.
- The 57-hour closure is necessary in order to safely disassemble the existing southbound vehicle inspection canopy over the Interstate 5 (I-5) south freeway at the port.
- Temporary curve realignment considerably modifies the turn to the Mexican inspection station, El Chaparral.
- Project includes the construction of eight new additional northbound vehicle inspection lanes and 15 inspection booths; thereby, increasing the port's overall northbound vehicle inspection capacity.
- The work is intended to improve infrastructure and expansion of southbound lanes from 5 to 10 lanes with southbound throughput to 19 lanes that connect to El Chaparral.
- Additional roadwork and the installation of underground utilities will occur as part of around-the-clock operations during this 56-hour closure.

Media Outreach

GSA will use a combination of news releases, traffic advisories, press briefings, interviews and media inquiry responses to announce the impacts from planned Phase 3 project.

- **Media Products**

- Media Advisory (invitation for press briefing)
- Press Release (issued in conjunction with press briefing)
- Media briefing and site visit
- Targeted media English/Spanish interviews highlighting 56-hour closure
- Four (4) Traffic Advisories (issued 1 week prior to each scheduled stage of construction)
- English/Spanish Language Interviews

Media Range

- California (all 58 counties, targeting media outlets in Southern California metropolis)
- Baja, California, Mexico (including Tijuana, Rosarito, Tecate, Mexicali, Ensenada)
- Arizona
- Nevada

- **Media Briefing/Site Tour**

Two weeks prior to the start of the project, GSA will host a media briefing/site tour and will issue an overarching news release to begin raising public awareness about the I-5 south realignment project and the critical stages which will have the greatest public impact. Media outlets from both the U.S. and Mexico will be invited to participate.

- **List of Media Outlets to Invite to the Press Briefing**

- Print
 - San Diego Union Tribune, LA Times, Orange County Register, Riverside Press-Enterprise, LA Daily News, Pasadena Star, San Bernardino Sun, Imperial Valley Press, Inland Valley Daily Bulletin; Frontera Daily Newspaper, El Sol de Tijuana Newspaper, ZETA newspaper
- Television
 - KFMB-8 CBS, XETV-6 CW, KGTV-10 ABC, KNSD-7 NBC, KSWB-5 FOX, KPBS-TV, KUSI-9, Channel 21 (Tijuana) Azteca TV, SINTESIS

TV, Como cada Mañana TV Show Channel 124 (multiple news programs), Telemundo TV, Televisa Tijuana Canal 12, Univision

- Radio
 - KPBS-FM, KCBQ-AM, KEGY-FM, KFMB-AM, KFMB-FM, KGB-FM, KHTS-FM, KIOZ-FM, KLSD-AM, KMYI-FM, KOGO-AM, KPRZ-FM, KSDS-FM, KYXY-FM, XHRM-FM, XHTZ-FM, XPRS-AM, XPRS-FM & XTRA-FM, KBZT-FM, KIFM-FM, KSON-FM, KATY-FM, UNIRADIO INFORMA Radio 1470 AM News (multiple news programs), San Diego Red, Radio Formula 95, Milenio Radio
- **Targeted On-camera Interviews to support (I-5 South Closure at San Ysidro)**

GSA will coordinate targeted on-camera interviews with U.S. and Mexican media to highlight the significant impact of the 57-hour complete closure of the I-5 south freeway. Interviews will be scheduled for the week of September 18 for the closure on September 23.

 - **Targeted On-camera media outlets:**
 - **English:** KFMB-8 CBS, XETV-6 CW, KGTV-10 ABC, KNSD-7 NBC, KSWB-5 FOX
 - **Spanish:** Telemundo TV, Televisa Tijuana, Univision, Azteca TV, Televisa Canal 12
- **Traffic Advisories**

GSA's protocol is to release bilingual (English and Spanish) traffic advisories one week prior to the work's planned start date. We have a targeted list of media outlets that we disseminate the information via email, which includes radio, print, and television news media outlets on both sides of the border. GSA will also coordinate with the U.S. Consulate in Tijuana to distribute media products to local Mexican news media outlets.

GSA also regularly accommodates interview requests with subject-matter experts in English and Spanish.

- **Traffic Advisory Schedule**
 - If construction proceeds to stage 4 following the 57 hour closure and work for stages 2, 3A and 3B is able to be completed during this time. The project will skip to stage 4. Dates in parentheses reflect the alternate dates in this scenario.
 - Full Weekend Closure at San Ysidro & Stage 2 - September 18, 2017
 - Stage 3A - September 25, 2017 (planned for 57 hour closure)
 - Stage 3B - October 2, 2017 (planned for 57 hour closure)
 - Stage 4 (57 hour closure open in 3 or 4 lane configuration)
 - Stage 5 November 14, 2017
 - Stage 6 - May 13, 2019
 - Stage 7 - June 10, 2019

Fact Sheet

In addition to the existing San Ysidro project fact sheet, GSA has developed a new fact sheet for the I-5 south realignment project. It provides a broad overview of the most impactful stages of construction as well as a general overview of what the project entails. The fact sheet will be made available to the media at the press briefing as well as being posted for the general public via the San Ysidro LPOE project website.

Social Media Outreach

GSA will use its regional social media channels and those of our stakeholder partners to reach combined 667,000 Facebook and Twitter followers. GSA will take the lead developing engaging social media content which will include construction photos, live video, and traffic advisories. In turn, the individual Interagency Binational Team (IBT) members will share or develop similar messaging of their own to further increase the reach of our communications. GSA will use social media to raise public awareness about each stage of construction by posting traffic advisories a week before any work is started but will also engage users by posting construction progress photos, countdown timer, videos and other content. Furthermore, GSA will be employing sponsored social-media posts to reach stakeholders in the greater San Diego and Tijuana region.

R9 will utilize our existing social-media platforms to promote the work being done. GSA's main facebook and twitter accounts are available to amplify any key messages from R9. Coordination should be done with Pam Dixon (or the designated social media person for CO at the time).

- [R9 GSA Facebook](#)
- [R9 GSA Twitter](#)
- [San Diego CBP Twitter](#)
- [U.S. Consulate in Tijuana Facebook](#)
- [U.S. Consulate in Tijuana Twitter](#)
- [Caltrans District 11 Facebook](#)
- [Caltrans District 11 Twitter](#)
- [SANDAG Facebook](#)
- [SANDAG Twitter](#)
- [City of Chula Vista Facebook](#)
- [City of Chula Vista Twitter](#)
- [City of National City Facebook](#)
- [City of National City Twitter](#)
- [San Diego MTS Facebook](#)
- [San Diego MTS Twitter](#)

A timeline for GSA's social media posts (for @US_GSAR9) can be [found here](#).

More tweets will be added as the project develops. Additionally, the R9 Communications team plans to cross promote some notices and announcements on the [regional Facebook page](#) as appropriate.

Project Branding

GSA has developed branding for the project . The project will be consistently branded as "The 5 Realign" to continue creating public awareness and recognition about the project. We will utilize the final branding in all of our communications collateral, which includes, but is not limited to social media posts, postcards, posters, banners, websites, videos and fact sheets.



San Ysidro LPOE Website

GSA maintains a project website for the San Ysidro LPOE construction project at www.gsa.gov/sanysidro. It contains fact sheets, general project information and traffic advisories. Additionally, GSA also has a dedicated website where news releases and traffic advisories are posted: <https://www.gsa.gov/portal/indexpage/category/105027/hostUri/portal>.

GSA is in the process of creating a separate project-specific web page for the [I-5 Realignment](#). This page will include specific project information including the fact sheet, maps, traffic advisories, a custom countdown clock, a communications toolkit and more.

Informational Flyers

GSA is developing a two-sided postcard announcing the 57 hour closure and stage 4 work and will include a map directing travelers to the Otay Mesa Land Port of Entry. 50,000 copies will be printed and distributed. This postcard will be in English on one side, and Spanish on the other side. It will be handed out at the border, will be shared with local business, and will be distributed by the IBT partners. Additionally, an electronic copy of the flyer will be posted to the communications toolkit on the I-5 Realignment website.

Additional Outreach Tools

In addition to the products mentioned above, GSA is also coordinating with surrounding communities to utilize their electronic billboards and changeable electronic messaging signs to announce the 57-hour closure.

Communication Partners

GSA will reconvene its Interagency Binational Team (IBT) to support this communication campaign. The IBT is a group of federal, state and local government officials and communication professionals from both sides of the border. This group has worked on similar binational border communications initiatives in the past, including the transition to the temporary curve to El Chaparral and the opening of the new pedestrian facility/transit center on the west side of the port. The purpose of the IBT is to develop consistent messaging and communications collateral to provide accurate and timely information to the public and minimize confusion. This group will meet weekly and work together to execute the I-5 South realignment communications campaign. A complete list of member organizations can be found below:

List of Interagency Binational Team (IBT) Members

- U.S. General Services Administration
- U.S. Customs & Border Protection
- U.S. State Department
- U.S. Consulate in Tijuana
- California Department of Transportation (Caltrans)
- City of San Diego
- San Diego Metropolitan Transit System (MTS)
- San Diego Association of Governments (SANDAG)
- Servicio de Administración Tributaria (SAT)
- Instituto de Administración y Avalúos de Bienes Internacionales (INDAABIN)
- Instituto Nacional de Migración (INAMI)
- Secretaria de Relaciones Exteriores (SRE)
- Mexican Consulate in San Diego
- State of Baja California
- City of Tijuana

Community Outreach

Community outreach is a key component of GSA's communication strategy for this roadwork project. In addition to briefing our longstanding Government Liaison Group and Community Representatives Committee which is composed of San Ysidro local community and business groups, GSA will reach out to a number of strategic stakeholder groups in the San Diego-Tijuana area.

As part of the overall modernization and expansion project at the San Ysidro LPOE, GSA conducts regular stakeholder outreach meetings on a recurring and as-needed basis. Some of GSA's recurring

meetings target different audiences, such as the Government Liaison Group (GLG), which fosters government interagency dialogues and strategic planning and the Community Representatives Committee (CRC), which engages the San Ysidro community, business groups and local businesses.

Presentations to Strategic Stakeholders

- **June 15, 2017** - IBT Kickoff meeting (U.S. Only)
- **June 23, 2017** - SANDAG Border Committee
- **July 11, 2017** - Law Enforcement & Emergency Services Meeting
- **July 17, 2017** - San Ysidro Chamber of Commerce and the South County Economic Development Council
- **July 18, 2017** - San Diego Chamber of Commerce
- **July 24, 2017** - Smart Border Coalition
- **July 25, 2017** - Otay Mesa Chamber of Commerce
- **July 28, 2017** - SANDAG Borders Committee Meeting
- **August 3, 2017** - Presentation to Councilman Alvarez
- **August 8, 2017** - Border Transportation Council
- **August 8, 2017** - City of Tijuana (Spanish)
- **August 16, 17, 2017** - CBP Officers Briefing
- **August 16** - Government Liaison Group (GLG) Meeting - Comprised of U.S. federal, state and local government agencies in addition to representatives from elected officials.
- **August 17** - Community Representatives Committee (CRC) Meeting - Comprised of mainly community groups such as Casa Familiar, San Ysidro Chamber of Commerce and community
- **September 5, 2017** - National City City Council Meeting
- **September 12, 2017** - Chula Vista City Council Meetings
- **TBD** - U.S. Consulate in Tijuana

Law Enforcement & Emergency Services Meeting

GSA hosted a coordination meeting with local law enforcement and emergency services on July 11 to inform them about the I-5 realignment project and address any issues which may arise as a result of potential traffic congestion near and around the port during the duration of the project. Additionally, the GSA project team will hold another law enforcement and emergency meeting closer to the start of construction in early September. The below includes a list of some of the agencies which attended the meeting:

- San Diego Police Department
- San Diego Fire Department
- Chula Vista Police Department
- Chula Vista Fire Department
- National City Police Department
- National City Fire Department
- County of San Diego Sheriff
- San Diego County Office of Emergency Services
- U.S. Customs & Border Protection
- U.S. Border Patrol
- U.S. Immigration and Customs Enforcement
- California Highway Patrol
- Ambulance Service Providers

Contractor Communication Strategies

- Construction Signage
- Portable Changeable Message Signs
- Coordination with emergency providers and local traffic engineers

Additional Paid Media & Collateral Under Consideration

Asterix (*) denotes paid advertisements procured by the contractor.

- Radio Advertisements*
- Electronic Billboards*
- Printed Signs & Banners at the Port

- Post Card Flyers
- Public Service Announcements
- Promoted Social Media Posts
- Informational Video

Overall I-5 S Campaign Timeline

- **June 2017**
 - June 8 - GSA/Caltrans Communication Meeting
 - June 15 - Interagency Binational Team (IBT) Kick Off Meeting
 - June 22 - IBT Meeting
 - June 23 - SANDAG Borders Committee Meeting and Site Tours
 - June 29 - IBT Meeting
- **July 2017**
 - July 6 - IBT Meeting
 - July 11 - Law Enforcement & Emergency Services Meeting
 - July 13 - IBT Meeting
 - July 17 - San Ysidro Chamber of Commerce & South Bay Economic Development Council Meeting
 - July 18 - San Diego Regional Chamber of Commerce Meeting
 - July 20 - IBT Meeting
 - July 24 - SMART Border Coalition
 - July 25 - Otay Mesa Chamber of Commerce
 - July 27 - IBT Meeting
 - July 28 - SANDAG Border Committee Meeting
- **August 2017**
 - August 3 - IBT Meeting
 - August 3 - Presentation to Councilman Alvarez
 - August 7 - Anticipated TMP approval
 - August 8 - Border Transportation Council
 - August 8 - City of Tijuana (Spanish)
 - August 10 - IBT Meeting
 - August 16 - CBP Officers Briefing
 - August 16 - Government Liaison Group (GLG) Meeting
 - August 17 - CBP Officers Briefing
 - August 17 - Community Representatives Committee (CRC) Meeting
 - August 17 - IBT Meeting
 - August 24 - IBT Meeting
 - August 28 - Issue Media advisory inviting press to September 7 brief
 - August 31 - IBT Meeting
- **September 2017**
 - September 5 - National City City Council Meeting
 - September 12 - Chula Vista City Council Meetings
 - September 7 - IBT Meeting
 - September 7 - Issue Press release
 - September 7 - Hold Press Briefing and Site Tour for Binational Media
 - September 11 - Begin distribution of postcards
 - September 14 - IBT Meeting
 - September 18 -Traffic Advisory #1 - I-5 South Closure at San Ysidro (opens to 3 or 4 lanes)
 - September 18 to September 23 - GSA Media Interviews
 - September 21 - IBT Meeting
 - September 28 - IBT Meeting
- **November 2017**
 - November 14, 2017 - Traffic Advisory #2 -Stage 5
- **May 2019**
 - May 13, 2019 - Traffic Advisory #3 - Stage 6
- **June 2019**

- June 10, 2019 - Traffic Advisory #4 - Stage 7



Media Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE

August 28, 2017

Contact: Traci Madison
Phone: (415) 581-1788
Email: traci.madison@gsa.gov

GSA to Provide Update on Upcoming Construction at San Ysidro Land Port of Entry

Modernization and expansion project to impact vehicle travel at the border

SAN DIEGO — Representatives from the U.S. General Services Administration (GSA) will provide media with an update on Phases 2 and 3 of the San Ysidro Land Port of Entry (LPOE) modernization and expansion project and discuss the impact on travelers. There will be two media briefings on September 7, 2017, a morning briefing at the San Ysidro LPOE and an afternoon briefing at the U.S. Consulate in Tijuana. These briefings will address the same information, however the morning session will include an opportunity for media to take b-roll and photographs of the port and the afternoon session will be conducted entirely in Spanish.

The media briefing will include:

- Project overview and status update
 - Phase 2: Skybridge construction
 - Phase 3: Temporary realignment of Interstate 5 south freeway, construction of additional northbound vehicle inspection booths
 - Impacts to northbound and southbound vehicle travel
- Question and answer session
- English and Spanish language interview opportunities with GSA, U.S. Customs and Border Protection, and Caltrans officials
- Site visit of freeway realignment for photography and B-roll footage (morning session only)

Media Brief #1

- San Ysidro Land Port of Entry Project Update Media Briefing & Tour
Thursday, September 7, 2017 at **10 a.m.**
GSA Project Trailers, 5775 Camiones Way, San Ysidro, CA 92173
Point of contact: Traci Madison at traci.madison@gsa.gov

Media Brief #2

- San Ysidro Land Port of Entry Project Update Media Briefing
Thursday, September 7, 2017 at **2:30 p.m.**
U.S. Consulate Tijuana, Paseo de las Culturas s/n, Mesa de Otay, Tijuana, Baja California
Point of contact: (b)(6) @state.gov

Note: Please contact Traci Madison at (415) 581-1788 or traci.madison@gsa.gov no later than 4 p.m. Friday, September 1, 2017 if you would like to attend the press briefing in San Ysidro. Contact (b)(6) [@state.gov](mailto: @state.gov) if you plan on attending the session in Tijuana. Members of the press are asked to arrive by 9:30 a.m. for the San Ysidro session and no later than 1:30 p.m. for the briefing in Tijuana. The media are responsible for finding their own parking in the nearby area.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidro.

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News Release

U.S. General Services Administration

FOR IMMEDIATE RELEASE
September 7, 2017

Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

GSA Project to Realign I-5S at San Ysidro Port of Entry Begins Sept. 23 *Roadwork Within Southbound I-5 and I-805 Corridors to Impact Travel*

SAN DIEGO --The U.S. General Services Administration (GSA) is announcing a series of lane and roadway closures within the southbound Interstate 5 (I-5) and Interstate 805 (I-805) corridors, as part of the effort to modernize and expand the San Ysidro Land Port of Entry (LPOE). Phase 3 of the project will begin September 23 and will impact southbound traffic lanes on I-5, including complete lane closures at various stages of the project.

Travelers are advised to plan ahead for traffic delays; monitor media/traffic reports and posted signage; and, reduce speed through the construction zone. Signs will be posted to announce changes in traffic patterns in the construction area and GSA will issue traffic advisories to promote use of alternate routes. All media and traffic advisories are located in the [Region 9 Newsroom](#). Updates will also be provided on GSA's Region 9 Twitter page [[@US_GSAR9](#)].

The planned work represents a critical milestone for Phase 3 of the project as it begins the re-alignment and expansion of the southbound I-5 corridor from five to 10 lanes as it connects to the new Mexican inspection station, El Chaparral, at the international border.

Phase 3 also includes 10 new southbound I-5 vehicular inspection booths, a new southbound secondary inspection facility, and a new employee parking structure. Eight additional northbound vehicle lanes and 15 northbound inspection booths (14 double stacked, one single) will also be constructed to facilitate traffic crossing the border into the United States.

"GSA continues to work closely with local stakeholders and our counterparts in Mexico as we complete the final two phases of the port of entry's modernization and expansion project," said Acting Regional Administrator Dan Brown. "Beginning construction of this phase of the project brings us closer to accomplishing our long-term goal of providing a state-of-the art facility for the public. Our immediate objective is to minimize the impact this work will have on travelers, businesses and the binational community."

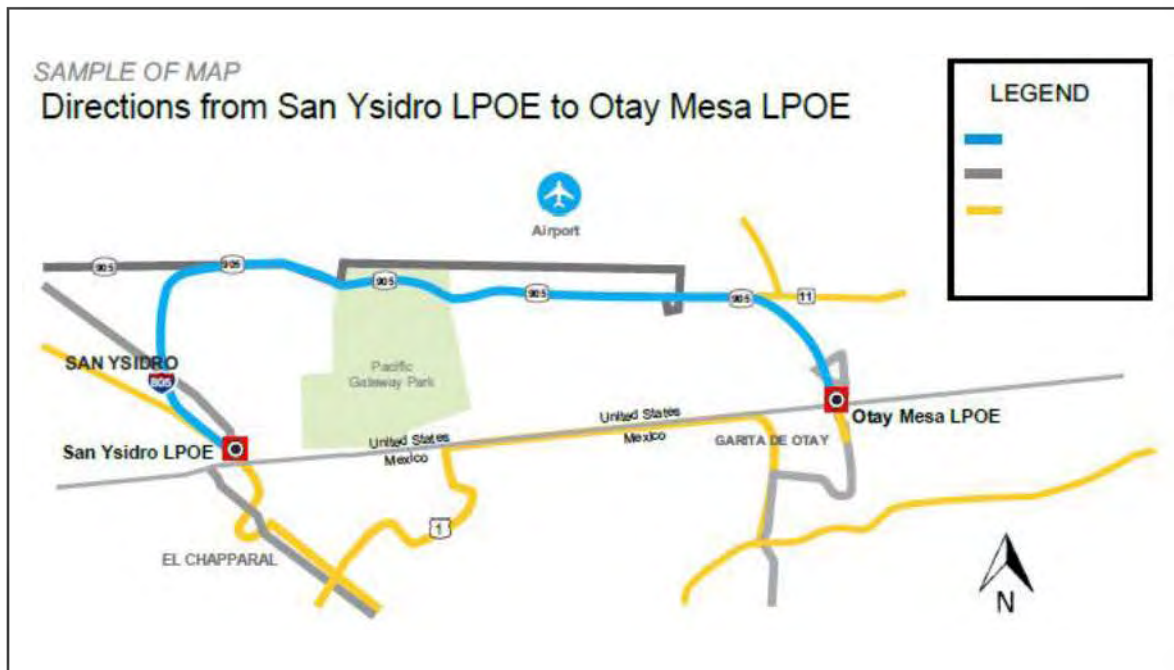
This Phase 3 roadwork project will not impact northbound or southbound pedestrian crossing at the LPOE. Pedestrians will continue to cross on the east side of the port and at "PedWest" on the west side of the port.

Travelers can also expect some impact to northbound traffic beginning September 12th as exit lanes onto I-5 north are temporarily reduced at night to accommodate concurrent installation of a skybridge as part of Phase 2 of the modernization project.

The San Ysidro LPOE is the busiest land border crossing in the Western Hemisphere; more than 70,000 northbound vehicle passengers and 20,000 pedestrians cross the border daily, linking the communities of San Diego and Tijuana into a vibrant binational region. GSA is reconfiguring and expanding the port to accommodate an anticipated growth in vehicle and pedestrian traffic and better meet the changing needs of federal-inspection agencies and the traveling public.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidrolpoe.

###





Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE
September 18, 2017

GSA Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

Southbound Vehicle Traffic at San Ysidro Port Detours to Otay Mesa Port During I-5 & I-805 Closures South of SR 905

What: As part of the San Ysidro Land Port of Entry (LPOE) modernization and expansion project, the U.S. General Services Administration (GSA) will completely close southbound vehicle traffic on the Interstate 5 (I-5) and 805 (I-805) freeways south of the California State Route (SR) 905 freeway for a period of 57 hours, lasting from Saturday, September 23, 2017 at 3 a.m. to Monday, September 25, 2017 at 12 p.m. This will effectively shut down southbound vehicular crossing to El Chaparral through the LPOE.

- All southbound vehicular traffic on the I-5 and I-805 freeways will be completely closed and drivers will be rerouted to the 905 freeway.
- All vehicles travelling south to Mexico during this period are advised to use the Otay Mesa LPOE, located about nine miles east of San Ysidro. The Otay Mesa LPOE is located at 9777 Via de la Amistad, San Diego, Calif., 92154 and is accessible via the SR 905 east and 125 south freeways.
- The closure is necessary in order to safely disassemble the existing southbound vehicle inspection canopy over the I-5 south freeway at the port.
- Additional roadwork and the installation of underground utilities will occur as part of around-the-clock operations during this 57 hour closure.

Where: I-5 and I-805 freeways south of the California SR 905 freeway

When: Saturday, September 23, 2017 at 3 a.m. to Monday, September 25, 2017 at 12 p.m.

What: In order to safely disassemble the southbound vehicle inspection canopy over the I-5 south freeway, there will be intermittent lane closures of the three westernmost exit lanes to I-5 N just beyond the U.S. Customs and Border Protection (CBP) primary inspection booths during the 57 hour weekend closure. On September 23, 2017 from 3 a.m. to 10 a.m. all three westernmost exit lanes will be closed. From September 23, 2017 at 10 a.m. through September 25, 2017 at 12 p.m. there will be limited closures of one to two lanes. Travelers are urged to monitor posted signage and traffic control measures as they exit the primary inspection booths.

Note: The easternmost exit lanes to I-5 N will remain open during this period.

When: Saturday, September 23, 2017 at 3 a.m. to Monday, September 25, 2017 at 12 p.m.

Where: The three westernmost exit lanes to I-5 N at the San Ysidro LPOE just beyond the U.S. Customs and Border Protection (CBP) primary inspection booths.

What: On Monday, September 25, 2017 at 12 p.m., the I-5 and the I-805 south freeways will reopen following the 57-hour closure with a total of three available lanes for southbound traffic into Mexico. The lane reduction, from five to three, is scheduled to be in effect for a period of 9 weeks, concluding on Tuesday, November 21, 2017 at 8 a.m. This lane reduction is necessary to remove existing cast-in-place barriers and to facilitate the construction of the temporary I-5 south curve to El Chaparral and Phase 3 permanent infrastructure work.

Travelers may experience higher than normal southbound vehicle traffic conditions during this period. They are advised to plan ahead or use the Otay Mesa Land Port of Entry (LPOE) as an alternative. The Otay Mesa LPOE is located at 9777 Via de la Amistad, San Diego, Calif., 92154 and is accessible via the California State Routes 905 east and 125 south freeways.

Travelers are advised to monitor traffic reports and posted signage; and reduce speed through the construction zone. Signs will be posted to announce changes in traffic patterns in the construction area.

Where: I-5 south freeway south of the Camino de la Plaza overpass.

When: Monday, September 25, 2017 at 12 p.m. through Tuesday, November 21, 2017 at 8 a.m.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidro.

###



Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE
September 18, 2017

GSA Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

Southbound Vehicle Traffic at San Ysidro Port Detours to Otay Mesa Port During I-5 & I-805 Closures South of SR 905

What: As part of the San Ysidro Land Port of Entry (LPOE) modernization and expansion project, the U.S. General Services Administration (GSA) will completely close southbound vehicle traffic on the Interstate 5 (I-5) and 805 (I-805) freeways south of the California State Route (SR) 905 freeway for a period of 57 hours, lasting from Saturday, September 23, 2017 at 3 a.m. to Monday, September 25, 2017 at 12 p.m. This will effectively shut down southbound vehicular crossing to El Chaparral through the LPOE.

- All southbound vehicular traffic on the I-5 and I-805 freeways will be completely closed and drivers will be rerouted to the 905 freeway.
- All vehicles travelling south to Mexico during this period are advised to use the Otay Mesa LPOE, located about nine miles east of San Ysidro. The Otay Mesa LPOE is located at 9777 Via de la Amistad, San Diego, Calif., 92154 and is accessible via the SR 905 east and 125 south freeways.
- The closure is necessary in order to safely disassemble the existing southbound vehicle inspection canopy over the I-5 south freeway at the port.
- Additional roadwork and the installation of underground utilities will occur as part of around-the-clock operations during this 57 hour closure.

Where: I-5 and I-805 freeways south of the California SR 905 freeway

When: Saturday, September 23, 2017 at 3 a.m. to Monday, September 25, 2017 at 12 p.m.

What: In order to safely disassemble the southbound vehicle inspection canopy over the I-5 south freeway, there will be intermittent lane closures of the three westernmost exit lanes to I-5 N just beyond the U.S. Customs and Border Protection (CBP) primary inspection booths during the 57-hour weekend closure. On September 23, 2017 from 3 a.m. to 10 a.m. all three westernmost exit lanes will be closed. From September 23, 2017 at 10 a.m. through September 25, 2017 at 12 p.m. there will be limited closures of one to two lanes. Travelers are urged to monitor posted signage and traffic control measures as they exit the primary inspection booths.

Note: The easternmost exit lanes to I-5 N will remain open during this period.

When: Saturday, September 23, 2017 at 3 a.m. to Monday, September 25, 2017 at 12 p.m.

Where: The three westernmost exit lanes to I-5 N at the San Ysidro LPOE just beyond the U.S. Customs and Border Protection (CBP) primary inspection booths.

What: On Monday, September 25, 2017 at 12 p.m., the I-5 and the I-805 south freeways will reopen following the 57-hour closure with a total of four available lanes for southbound traffic into Mexico. This lane reduction is necessary to remove existing cast-in-place barriers and to facilitate the construction of the temporary I-5 south curve to El Chaparral and Phase 3 permanent infrastructure work.

Travelers may experience higher than normal southbound vehicle traffic conditions during this period. They are advised to plan ahead or use the Otay Mesa Land Port of Entry (LPOE) as an alternative. The Otay Mesa LPOE is located at 9777 Via de la Amistad, San Diego, Calif., 92154 and is accessible via the California State Routes 905 east and 125 south freeways.

Travelers are advised to monitor traffic reports and posted signage; and reduce speed through the construction zone. Signs will be posted to announce changes in traffic patterns in the construction area.

Where: I-5 south freeway south of the Camino de la Plaza overpass.

When: Monday, September 25, 2017 at 12 p.m. through Tuesday, November 21, 2017 at 8:00 a.m.

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidrolpoe.

###



Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE

November 14, 2017

GSA Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

GSA Opens New Realigned I-5 South

New Freeway Segment Features a Softened Curve to El Chaparral

What: As part of the San Ysidro Land Port of Entry (LPOE) modernization and expansion project, the U.S. General Services Administration (GSA) announces the opening of the recently constructed segment of the realigned Interstate 5 (I-5) south freeway and roadway to the Mexican inspection station, El Chaparral. The new, temporary segment of the I-5 south freeway will be open to the public **Tuesday, November 21, 2017** at **___ a.m./p.m.**, and will replaced the existing roadway and sharp turn to El Chaparral. The new roadway features four southbound vehicle lanes and a considerably softer, less acute curve, that fans out to five lanes towards El Chaparral.

This new temporary roadway and curve will be in operation for a period of **18 months** while the new and expanded I-5 south freeway is under construction. Once the permanent infrastructure is complete in **May 2019**, the I-5 south freeway will have 10 southbound vehicle lanes and southbound vehicle inspection booths to support U.S. Customs & Border Protection (CBP) operations.

Also occurring on **November 21**, the easternmost lane of the I-805 and westernmost lane of the I-5 south will be tapered off approximately 200 yards north of the Camino de la Plaza overpass for a period **18 months**.

Where: The approach to El Chaparral from both the I-5 and Interstate 805 (I-805) south freeways remains unchanged north of the Camino De La Plaza overpass. South of the overpass, the public will automatically be on the road that leads to the new temporary roadway and curve to El Chaparral. The easternmost lane of the I-805 and westernmost lane of the I-5 south will be tapered off north of the Camino De La Plaza overpass.

When: The lane tapering on the I-5 and I-805 freeways and the new realigned segment of the I-5 south will be in use for a period of **18 months**, beginning **November 21, 2017** at **___ a.m./p.m.** and concluding on **May 20, 2019** at **___ a.m./p.m.**

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidrolpoe.

###



Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE
May 13, 2019

GSA Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

Lane Closure on I-5 South Near San Ysidro Land Port of Entry *Easternmost I-5 South Lane Closed Just North of Camino de la Plaza Overpass*

What: The U.S. General Services Administration (GSA) announces the closing of the easternmost lane of the Interstate 5 (I-5) south freeway north of the Camino de la Plaza overpass near the San Ysidro Land Port of Entry. The work will last for a period of one month, from **Monday, May 20, 2019 at ___ a.m./p.m. to Monday, June 17, 2019 at ___ a.m./p.m.** The closure is part of the continued construction of the permanent I-5 south freeway realignment to the El Chaparral Mexican inspection station.

Where: The easternmost lane of the I-5 south freeway slightly north of and beneath the Camino de la Plaza overpass.

When: **Monday, May 20, 2019 at ___ a.m./p.m. to Monday, June 17, 2019 at ___ a.m./p.m.**

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidro/poe.

###



Traffic Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE
June 10, 2019

GSA Contact: Andra Higgs
Phone: (415) 436-8778
Email: andra.higgs@gsa.gov

New, Expanded I-5 South Freeway Opens at San Ysidro Land Port of Entry *Roadway Increases Southbound Capacity to El Chaparral Mexican Inspection Station*

What: The U.S. General Services Administration (GSA) announces the opening of the permanent roadway that connects the Interstate 5 (I-5) south freeway at the San Ysidro Land Port of Entry (LPOE) to the El Chaparral Mexican inspection station, effective April 8, 2019.

Starting on **Monday, June 17, 2019, at ___ a.m./p.m.**, all vehicles traveling south to Mexico are now able to do so on the new, expanded, permanent I-5 south freeway. The new I-5 south freeway increases the total number of southbound vehicle inspections lanes to 10, providing the U.S. Customs and Border Protection (CBP) officers with inspections booths to conduct their mission.

This stage marks the conclusion of the I-5 south realignment project that was designed to improve operational efficiency, security and safety for cross-border travelers and federal agencies at the San Ysidro LPOE. GSA would like to thank the public for their patience during this construction period.

Where: I-5 south freeway to Mexico opens at the San Ysidro LPOE south of the Camino de la Plaza overpass.

When: **Monday, June 17, 2019, at ___ a.m./p.m.**

For more information about the San Ysidro Land Port of Entry expansion and renovation project, visit www.gsa.gov/sanysidrolpoe.

###

Frequently Asked Questions

(b)(5)

(b)(5)




FAQs for High Impact Stage

I-5 South Closure at San Ysidro & Stage 2

(b)(5)



(b)(5)



Stage 4

(b)(5)



Stage 5

(b)(5)



Background on Phase 2 Project - Administration and Pedestrian Improvements:

- Demolition of the existing Northbound Pedestrian Processing and Detention Building, the existing central plant, multiple buildings on East San Ysidro Blvd (specifically Payless, Milo, and old Greyhound buildings), and a portion of East San Ysidro Blvd south of the Metropolitan Transit System Trolley.
- Construction of a new Main Pedestrian Processing Building, a northbound pedestrian pathway and its associated canopy structure from the border to the new pedestrian processing building, two overhead employee bridges, an electrical generator yard, and pedestrian plaza.
- Renovation of the existing historic Custom House building to provide a new pedestrian operations.
- Construction is scheduled for completion in 2019.

Otay Mesa LPOE Modernization and Expansion Project Communications Plan

As of May 22, 2020



Approvals

R9 PAO: aph

R9 PBS Project Manager: jam

LPOE Program Manager: alk

R9 PBS: DRB

R9 OSC: TW

PBS: Allison Azevedo, 4/27/20, 5:28pm

OCIA:

OSC: Pamela Pennington 4/28/20, 8:58am

Request Approval of:

1. News Release
2. Virtual Media Interviews
3. Social Media Posts
4. FAQs

Executive Summary

GSA, in partnership with the U.S. Customs and Border Protection (CBP), will distribute a news release on **May 26, 2020, 11 a.m. (local)** in San Diego and Tijuana, Mexico, to announce the start of construction for the modernization and expansion of the Otay Mesa Land Port of Entry. The approximately \$137.2 million project (\$121.8 million in prospectus funding and \$15.4 million in tenant funded shell) will modernize the existing pedestrian inspection facility and increase the number of inspection booths from six to 12. Construction includes a new commercial annex building, improved commercial vehicle circulation, and six additional commercial inspection booths, a visitor parking lot and an employee parking structure. Upon completion, the port will enhance the operational safety environment for port employees, improve commercial traffic circulation and reduce wait times for the traveling public.

Communication Plan Strategic Intent

- Cross-border messaging to increase awareness and inform the local community during

- construction timeframe.
- Enlist regional civic leaders and media to help communicate about the project.

Press Plan

GSA R9 will issue a news release to targeted regional media and contacts recommended by GSA, CBP, U.S. Consulate in Tijuana, Mexican Consulate in San Diego, and project contractors. Requests for interviews will be reviewed on a case-by-case basis with the option of utilizing a virtual platform for GSA subject-matter experts.

May 26, 2020 - Press Release

- Fact Sheet (published and distributed)
- Social Media Posts (promoting construction project)

Top Message

- The United States and Mexico share more than just a physical border. Our land ports of entry play a vital role in not only the security of our nation, but also in facilitating economic trade and prosperity, cultural exchange, and connecting families and binational communities; also, the scope of GSA's construction efforts to positively impact the reduction of border wait times on the bi-national economy.
- Our land ports and their associated projects play an important role in stimulating the local economy through job creation and the employment of small businesses to meet OSDDBU objectives/goals.
- Land ports of entry in these neighboring communities play a crucial role in achieving bi-national goals, which makes it essential to have a modernized port infrastructure in place, to not only support current requirements, but also meet future capacity and security projections.



News Release

U.S. General Services Administration
U.S. Customs and Border Protection

FOR IMMEDIATE RELEASE

May 26, 2020

GSA Contact: Andra Higgs

Email: andra.higgs@gsa.gov

CBP Contact: (b)(6)

Email: (b)(6) [@cbp.dhs.gov](mailto:(b)(6)@cbp.dhs.gov)

GSA, CBP Announce Start of Otay Mesa Port Expansion Project

Construction of Commercial Vehicle, Pedestrian-Processing Improvements Starts June 1, 2020

SAN DIEGO -- Today, the U.S. General Services Administration and the U.S. Department of Homeland Security - Customs and Border Protection announced the start of construction to modernize the Otay Mesa Land Port of Entry (LPOE), California's busiest commercial truck border crossing. The Otay Mesa LPOE is one of three ports of entry in the San Diego-Tijuana metropolitan region, and the modernized facility will expand processing capacity for trucks and pedestrians traveling between San Diego and the Otay Centenario borough of Tijuana, Baja California, Mexico.

This \$137.2 million modernization and expansion project will deliver infrastructure to support CBP and other federal agency mission requirements while expanding northbound commercial truck inspection areas and pedestrian processing capacity. Upon completion in Spring 2023, these improvements include a modernized pedestrian inspection facility that doubles processing capacity from six to 12 lanes, and an expanded commercial inspection facility which increases the number of commercial inspection booths from 10 to 16. Additional improvements at the 51-acre project site include:

- Construction of a commercial annex building
- Construction of surface parking for visitors and a parking structure for employees
- Relocation of Secure Electronic Network for Travelers Rapid Inspection (SENTRI) Enrollment Center
- Northbound pedestrian bridge extension to improve access to the recently constructed Regional Transit Center
- Development of a U.S. Dept. of Agriculture (USDA) funded plant inspection station to meet USDA's mission to inspect plants imported into the United States
- Federal Motor Carrier Safety Administration bus safety inspection facility

During Fiscal Year 2019, the Otay Mesa LPOE processed \$18 billion worth of exports, \$34 billion worth of imports, and processed one million trucks, 6.6 million vehicles and 3.6 million pedestrian

travelers. This GSA construction project will increase CBP's commercial vehicle and pedestrian-processing mission by expanding into an adjacent 10-acre site to improve commercial vehicle circulation, establishing a dedicated return-to-Mexico truck lane, and accommodate vehicle processing operations for the Department of Transportation's Federal Motor Carrier Safety Administration.

U.S. General Services Administration:

"GSA's land ports of entry program is intended to enhance economic opportunity and and improve the cross border experience through the construction of safe, efficient, secure facilities," said GSA Pacific Rim Administrator Tom Scott. "GSA strives to construct facilities which support current operations, but are flexible to meet CBP's long-term mission requirements."

U.S. Customs and Border Protection:

"The new infrastructure for commercial and pedestrian processing improvements will enhance operations and safety at Otay Mesa port of entry for both the traveling public and CBP employees," said CBP's Pete Flores, Director of Field Operations, San Diego Field Office. "These improvements will allow CBP to continue protecting our nation's borders while facilitating the trade and flow of commerce between the United States and Mexico."

San Diego Mayor:

"San Diego's ports of entry are among the busiest in the world with millions of people and billions of dollars in commerce crossing the border every year," said San Diego Mayor Kevin L. Faulconer. "We welcome the federal government's investment in our border infrastructure as we've seen firsthand the positive impact of the recently completed expansion of the San Ysidro Land Port of Entry. Now we're looking to grow this economic engine even more by increasing processing capacity at the Otay Mesa Port of Entry."

###

U.S. General Services Administration

The mission of GSA is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government.

U.S. Customs and Border Protection

CBP's Office of Field Operations is the primary organization within Homeland Security tasked with an anti-terrorism mission at our nation's ports. CBP officers screen all people, vehicles, and goods entering the United States while facilitating the flow of legitimate trade and travel. Their mission also includes carrying out border-related duties, including narcotics interdiction, enforcing immigration and trade laws, and protecting the nation's food supply and agriculture industry from pests and diseases.



Comunicado de Prensa

Administración de Servicios Generales de los EE. UU.
Oficina de Aduanas y Protección Fronteriza de los EE.
UU.

PARA PUBLICACIÓN INMEDIATA
26 de mayo de 2020

Contacto GSA: Andra Higgs
Email: andra.higgs@gsa.gov

Contacto CBP: (b)(6)
Email: (b)(6)@cbp.dhs.gov

GSA y CBP Anuncian el Inicio del Proyecto de Expansión del Puerto de Otay Mesa
La construcción de las mejoras para el procesamiento de vehículos comerciales y peatones inicia el 1 de junio de 2020

SAN DIEGO -- Hoy, la Administración de Servicios Generales de Estados Unidos y el Departamento de Seguridad Nacional de Estados Unidos --Oficina de Aduanas y Protección Fronteriza-- anunciaron el inicio de las obras para modernizar el Puerto de Entrada Terrestre (LPOE, por sus siglas en inglés) de Otay Mesa, el cruce fronterizo de camiones comerciales más concurrido de California. La garita de Otay Mesa es una de las tres garitas de entrada en la región metropolitana San Diego-Tijuana, y las instalaciones modernizadas expandirán la capacidad de procesamiento de camiones y peatones viajando entre San Diego y la delegación Otay Centenario de Tijuana, Baja California.

Este proyecto de modernización y expansión de \$137.2 millones de dólares proveerá infraestructura para apoyar los requerimientos de las misiones de CBP y otras agencias federales, y al mismo tiempo expandirá las áreas de inspección de camiones comerciales viajando en dirección norte y la capacidad de procesamiento de peatones. Una vez concluido el proyecto en la primavera de 2023, estas mejoras incluirán un edificio de inspección de peatones modernizado que duplicará la capacidad de procesamiento de seis a 12 carriles, y un edificio de inspección comercial expandido, el cual aumenta el número de casetas de inspección comercial de 10 a 16. Otras mejoras en el sitio de 51 hectáreas del proyecto incluyen:

- Construcción de un edificio comercial anexo
- Construcción de un estacionamiento para visitantes y una estructura de estacionamiento para empleados
- Reubicación del Centro de Inscripción a la Red Electrónica Segura para Inspección Rápida de Viajeros (SENTRI, por sus siglas en inglés)
- Extensión del puente de peatones en dirección norte para mejorar el acceso al Centro de Tránsito Regional construido recientemente
- Desarrollo de una estación de inspección de plantas financiada por el Departamento de Agricultura de los EE. UU. (USDA, por sus siglas en inglés) para cumplir con la misión de la USDA de inspeccionar las plantas importadas a los Estados Unidos
- Edificio de inspección de seguridad de autobuses de la Administración Federal de Seguridad de Autotransportes

Durante el Año Fiscal 2019, la garita de Otay Mesa procesó exportaciones con valor de \$18 billones de dólares, importaciones con de valor de \$34 billones de dólares, y procesó un millón de camiones, 6.6 millones de vehículos y 3.6 millones de peatones viajando. Este proyecto de construcción de GSA aumentará la misión de procesamiento de vehículos y peatones de CBP por medio de la expansión, hacia un sitio adyacente de 10 hectáreas para mejorar la circulación de vehículos comerciales,

estableciendo un carril dedicado para camiones regresando a México, y alojando las operaciones de procesamiento de vehículos para la Administración Federal de Seguridad de Autotransportes del Departamento de Transporte.

Administración de Servicios Generales de EE. UU.: "El programa de puertos de entrada terrestre de GSA está diseñado para optimizar las oportunidades económicas y mejorar la experiencia de cruce fronterizo a través de la construcción de instalaciones seguras, eficientes y protegidas," dijo Tom Scott, Administrador de la GSA en el litoral del Pacífico. "GSA se esfuerza por construir instalaciones que apoyen las operaciones actuales, pero que sean flexibles para cumplir con los requerimientos a largo plazo de las misiones de la CBP."

Oficina de Aduanas y Protección Fronteriza de los EE. UU.: "La nueva infraestructura para mejorar el procesamiento comercial y de peatones optimizará las operaciones y la seguridad en el puerto de entrada de Otay Mesa tanto para el público viajero como para los empleados de CBP," dijo Pete Flores, Director de Operaciones de Campo de la Oficina de Campo de San Diego de CBP. "Estas mejoras permitirán a CBP seguir protegiendo las fronteras de nuestra nación y al mismo tiempo facilitar el flujo de comercio entre Estados Unidos y México."

Oficina del Alcalde de San Diego: "Las garitas de San Diego son de las más transitadas en el mundo, con millones de personas y billones de dólares en comercio cruzando la frontera cada año," dijo Alcalde de San Diego, Kevin L. Faulconer. "Nosotros apreciamos la inversión del gobierno federal en nuestra infraestructura fronteriza, tras ver de primera mano el impacto positivo de la expansión recientemente completada en la Garita de San Ysidro. Ahora tenemos la intención de crecer esta máquina económica aún más, al incrementar la capacidad de procesamiento en la Garita de Otay Mesa."

###

Administración de Servicios Generales de EE. UU. La misión de GSA es dispensar el mejor valor y ahorros en bienes raíces, adquisición, tecnología y otros servicios orientados al apoyo de misiones para el gobierno. Oficina de Aduanas y Protección Fronteriza de los EE. UU.

La Oficina de Operaciones de Campo de CBP es la organización primaria dentro de Seguridad Nacional, que tiene como tarea cumplir una misión antiterrorista en los puertos de nuestra nación. Los oficiales de CBP inspeccionan a todas las personas, vehículos y bienes que ingresan a los Estados Unidos y al mismo tiempo facilitan el flujo de actividades comerciales y de viajes legítimos. Su misión también incluye llevar a cabo tareas relacionadas con la frontera, incluyendo la intercepción de narcóticos, el cumplimiento de las leyes migratorias y de comercio, y la protección de la cadena de suministro de alimentos, así como de la industria agricultora de pestes y enfermedades.

Social Media Strategy

Facebook

- We are excited to announce the June 1 start of construction for the \$137.2 million modernization and expansion project at the Otay Mesa Land Port of Entry. California's busiest commercial inspection facility will expand processing capacity for trucks from 10 to 16 inspection booths, plus add improvements for bus inspections! The renovated pedestrian facility will double the number of inspection booths from six to 12 lanes, reducing screening times and increasing visitor and employee safety. Follow us over on Twitter @US_GSAR9 (include rendering).

Twitter

- Today we announce the start of construction to modernize and expand inspection facilities at #OtayMesaLPOE with @CBP #CBP #OtayMesa.
- The renovated pedestrian facility at OtayMesaLPOE will double pedestrian inspection booths to 12, reducing screening times, increasing visitor and employee safety.
- \$137.2 million construction project will expand commercial processing capacity on the 51-acre site at #OtayMesaLPOE via six additional commercial truck inspection booths. [<https://gsa.gov/node/133968>]

Noteable Twitter Handles

Mayor Kevin Faulconer - San Diego [@SDMayorsOffice](#)

Mayor Arturo González Cruz - Tijuana [Facebook](#) [@ArturoG BC](#)

Cónsul General Carlos González Gutierrez - Consulate, Tijuana [Facebook](#) [@carlos_glezgtez](#)

Rep. Juan Vargas [D-San Diego] [Facebook](#) [@RepJuanVargas](#)

Governor Jaime Bonilla Valdez - State of Baja- [@Jaime_BonillaV](#)

[U.S. Consulate, Tijuana](#) -

U.S. Customs and Border Protection - [@CBP](#)

Otay Mesa Chamber of Commerce [@otaymesachamber](#)

San Diego Chamber of Commerce [@sdchamber](#)

South County EDC [@southcountyEDC](#)

Estrategia de Redes Sociales

Facebook

- Nos complace anunciar el inicio de las obras del proyecto de \$137.2 millones de dólares de modernización y expansión en la Garita de Otay Mesa el primero de Junio. El edificio de inspección comercial más concurrido de California expandirá la capacidad de procesamiento de camiones de 10 a 16 casetas de inspección, ¡además de añadir mejoras para la inspección de autobuses! El edificio renovado para peatones duplicará el número de casetas de inspección de

seis a 12 , disminuyendo los tiempos de monitoreo y brindando más seguridad a visitantes y empleados. Síguenos en Twitter @US_GSAR9 (include rendering).

Twitter

- Hoy anunciamos el inicio de las obras para modernizar y expandir las instalaciones de inspección en #OtayMesaLPOE con @CBP #CBP #OtayMesa.
- El edificio renovado para peatones en #OtayMesaLPOE duplicará las casetas de inspección de peatones a 12, disminuyendo los tiempos de monitoreo y aumentando la seguridad de visitantes y empleados.
- El proyecto de construcción de \$137.2 millones de dólares expandirá la capacidad de procesamiento comercial en el sitio de 51 hectáreas en #OtayMesaLPOE por medio de seis casetas adicionales de inspección de camiones comerciales. [<https://gsa.gov/node/133970>]



Imagery courtesy of Atkinson Clark JV, Gruen Associates, and Jones Studio

FREQUENTLY ASKED QUESTIONS

(b)(5)



(b)(5)



###

4/23/21

Questions for first quarterly update article - Otay Mesa LPOE

(b)(5)



(b)(5)



Additional Questions:

- What's most important for the public to know about on-going modernization and expansion construction occurring at the Otay Mesa Land Port of Entry?
- Why is it important for community and civic leaders and elected officials to continue supporting changes at the Otay Mesa LPOE?
- It's been more than a year since any media coverage of what GSA is doing at the port, is it still important for the traveling public to be aware of changes at the port?
- From an executive perspective, what is GSA's intent for this project?
- Please add any additional comments here you'd like included in a public-facing article about the Otay Mesa LPOE:

San Luis I LPOE North Building Annex Ribbon-Cutting Ceremony Communications Plan

As of October 22, 2018



Approvals

R9 PAO: aph

R9 PBS Project Manager: MRE

LPOE Program Manager: ALK

R9 PBS: SM/aph

R9 OSC: TRM

R9 RA: TBS

PBS:

OCIA:

OSC:

Event: San Luis I Land Port of Entry (LPOE) North Building Annex Ribbon-Cutting Ceremony

Date/Time: October 24, 2018, 11 a.m.

Location: San Luis I LPOE, Highway 95 and International Border, San Luis, AZ, 85349

Rollout

Monday, October 15 - Media Advisory (to meet CBP's security vetting requirement for media)

Wednesday, October 24 - News Release

Request Approval of:

1. Media Advisory
2. News Release
3. Social Media Posts
4. FAQs

Executive Summary

GSA, in partnership with the U.S. Customs and Border Protection (CBP), will co-host a ribbon-cutting ceremony at the San Luis I LPOE on October 24, 2018, at 11 a.m. (local) in San Luis, Ariz., to celebrate the completion of construction of the North Building Annex. The approximately \$6 million project delivers an 8,000-square-foot building. Pedestrian processing will increase from seven to 10 lanes in this facility, reducing screening times and increasing visitor and employee safety. The project optimizes life-cycle costs through energy efficiencies to ensure facility resilience within an extremely harsh climate while maximizing value to the U.S. taxpayer. In spring 2017, [GSA awarded](#) the design-build contract to Concord General Contracting and Jones Studio.

Invited Speakers (placeholder list of names as of 10/10/2018)

- Arizona Governor Doug Ducey - Represented by Juan Ciscomani, Senior Advisor for Regional and International Affairs, State of Arizona - confirmed
- U.S. Senator Jeff Flake - declined
- U.S. Senator Jon Kyl - confirmed
- Congressman Raul Grijalva - confirmed
- GSA Administrator Emily Murphy - declined
- PBS Commissioner Dan Mathews - declined
- CBP Port Director - John Schwamm - confirmed
- San Luis Mayor Gerardo Sanchez - confirmed
- San Luis Rio Colorado (Mexico) Mayor Santos Gonzalez Yescas - confirmed
- Sonora (Mexico) Governor Claudia Pavlovich Arellano - pending
- Region 9 Administrator Tom Scott (emcee) - confirmed

Communication Plan Strategic Intent

- Cross-border messaging to increase awareness and inform local community of completed construction.
- Enlist regional civic leaders and media to help communicate about event.

Press Plan

- Media advisory and news release to targeted regional media and contacts recommended by GSA, CBP and the U.S. Consulate.

Top Message

- The United States and Mexico share more than just a physical border. Our land ports of entry play a vital role in the security of our nation and in facilitating economic trade, cultural exchange, connecting families and binational communities; also, providing facilities with the capacity to decrease the economic impact of border wait times on the bi-national economy.
- Our land ports and their associated projects play an important role in stimulating the local economy through job creation and the employment of small businesses.
- Land ports of entry play a crucial role in achieving bi-national community goals and having modernized port infrastructure in place is critical to support current federal-agency operational requirements, to meet traveling public capacity and security projections for the next 10, 20, and even 30 years.

Media Outreach

GSA will use a combination of news release, social media and media-inquiry responses to announce the ceremony.

- **Media Products**
 - Media Advisory (invitation to journalists to cover ceremony)
 - Press Release (published and distributed in conjunction with ceremony)
 - Fact Sheet (published and distributed)
 - Social Media Posts (promoting upcoming ceremony and covering live ceremony)

- **Media Engagement**
 - Media Advisory (invitation for ribbon-cutting ceremony)
 - Press Release (issued in conjunction with ribbon-cutting ceremony)
 - Social Media (before, during and after event)
 - On-site media interviews (post ceremony)

- **Media Range**
 - Arizona
 - Sonora, Mexico

- **List of Media Outlets (partial) to Invite to the Groundbreaking Ceremony**
 - Print
 - Yuma Sun, Arizona Republic, Noticias, Bajo El Sol, Arizona Daily Star, Nogales International, Associated Press
 - Television
 - KSWT-TV, KYMY-TV, KECY-TV, KGUN-TV, KYMA-TV
 - Radio
 - KAWC-FM, KPBS-FM, UNIRADIO INFORMA, KTAR-FM, KJZZ-FM

- **Targeted Interviews to Support (San Luis I LPOE Ribbon-Cutting Ceremony)**

GSA, in coordination with CBP, will provide media access to ceremony speakers at a designated on-site location for post-event interviews which highlights the ribbon-cutting ceremony and impact of the San Luis I LPOE on the cross-border community.



Media Advisory

U.S. General Services Administration
U.S. Customs and Border Protection

FOR IMMEDIATE RELEASE
October 15, 2018

Andra Higgs (GSA), andra.higgs@gsa.gov
415-436-8778

(b)(6) [@cbp.dhs.gov](mailto:cbp.dhs.gov)
(b)(6)

GSA, CBP, City of San Luis Co-Host Ribbon-Cutting Ceremony at San Luis I Land Port of Entry for New Pedestrian North Building Annex

SAN LUIS, Ariz. — The U.S. General Services Administration (GSA), the U.S. Department of Homeland Security - Customs and Border Protection (CBP) and the city of San Luis will co-host a ribbon-cutting ceremony on Wednesday, October 24, 2018, 11 a.m., to celebrate the opening a new pedestrian annex building at the San Luis I Land Port of Entry (LPOE). This approximately \$6 million project provided an 8,000-square-foot building that expands pedestrian-processing capacity from seven to 10 booths.

The San Luis I LPOE is an important border crossing that links the states of Arizona, California and Sonora, Mexico.

WHAT: San Luis I LPOE North Building Annex Ribbon-Cutting Ceremony

WHERE: Photo Op: San Luis I LPOE, located at Highway 95 and International Border, San Luis, AZ 85349

Ceremony: Friendship Park, located at Highway 95 & Urtuzuastegui Street, San Luis, AZ 85349

WHEN: Photo Op: Wednesday, October 24, 2018, 10:30 a.m. (reporters should arrive no later than 10 a.m.), San Luis I LPOE.

Ceremony: Wednesday, October 24, 2018, 11 a.m., Friendship Park.

INVITED: U.S. Senator Jon Kyl, Arizona
U.S. Rep. Raul Grijalva, 3rd District, Arizona
Arizona Governor Doug Ducey - Represented by Juan Ciscomani, Senior Advisor for Regional and International Affairs, State of Arizona
Governor Claudia Pavlovich Arellano, State of Sonora, Mexico
Mayor Gerardo Sanchez, City of San Luis, Arizona
Mayor Santos Gonzalez Yescas, City of San Luis Rio Colorado, Mexico
GSA Pacific Rim Regional Administrator Tom Scott

U.S. Customs and Border Protection, San Luis Area Port Director John A. Schwamm

MEDIA NOTE: Credentialed media representatives planning to attend must RSVP no later than 5 p.m., October 19, 2018, to Andra Higgs at andra.higgs@gsa.gov or 415-436-8778. **NOTE:** All attending media representatives must comply with CBP's port-access security protocol that requires emailing vetting information -- full name, date of birth and entry document number such as U.S. Passport, and last four digits of social security number to (b)(6) [@cbp.dhs.gov](mailto: @cbp.dhs.gov) no later than October 19, 2018. Media representatives who are foreign nationals are asked to provide full name, date of birth, visa classification (and number).

MEDIA NOTE - PARKING: For media representatives covering the photo opportunity inside of the new pedestrian annex, parking is just north of the newly constructed building on port property (check-in time is 10 a.m.). For media representatives covering the ribbon-cutting ceremony at Friendship Park (start time is 11 a.m., promptly), parking is in a designated area and vehicles will be directed by traffic-control officers.

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News Release

U.S. General Services Administration
U.S. Customs and Border Protection

FOR IMMEDIATE RELEASE
October 24, 2018

Andra Higgs (GSA), andra.higgs@gsa.gov

415-436-8778

(b)(6)

[@cbp.dhs.gov](mailto:(b)(6)@cbp.dhs.gov)

(b)(6)

GSA, CBP, City of San Luis Host Ribbon-Cutting Ceremony for New Pedestrian Processing Annex

San Luis I Port Supports 2.5 Million Annual Pedestrian Border Crossings

SAN LUIS, Ariz. -- Today, the U.S. General Services Administration (GSA), the U.S. Department of Homeland Security - Customs and Border Protection (CBP) and city of San Luis hosted a ribbon-cutting ceremony at the San Luis I Land Port of Entry (LPOE) to celebrate the opening of a newly constructed pedestrian processing building at the port. Speakers from the U.S., and Mexican governments joined local government officials to open the facility for the San Luis, Ariz., and San Luis Rio Colorado, Sonora, Mexico, region.

"GSA is excited to work with CBP to deliver this state-of-the-art facility," said GSA's Pacific Rim Regional Administrator Tom Scott. "We are thrilled to help our federal-inspection agency partners better serve the traveling public and meet their mission of securing the border and facilitating travel and trade."

"This project delivers a facility that allows for improvement of pedestrian processing for cross-border travelers entering the U.S., in a safe and more efficient manner," said CBP Acting Director of Field Operations Tucson Petra Horne. "These improvements allow CBP to continue to protect our nation's borders while facilitating the trade and flow of commerce between the United States and Mexico."

The completion of the new pedestrian annex building marks an important project milestone at the San Luis I LPOE. With 10 pedestrian-processing booths, the facility increases CBP's mission support infrastructure to process cross-border travelers. The 8,000 square-foot building delivers modernized, mission-related infrastructure for federal-inspection agencies including secure workspace for CBP, new offices and public spaces.

"The San Luis I Land Port of Entry is a vital part of Arizona's economy with more than 3 million vehicles and 2.5 million pedestrians crossing annually, and is the main border crossing for farm workers commuting to work in Yuma County," said U.S. Senator Jon Kyl (Arizona). "The \$6 million Federal investment in this new pedestrian annex will provide much needed capacity that will allow shoppers, tourists and farmworkers entering Arizona to be screened more efficiently while ensuring public safety is maintained."

"The modernization of our ports of entry is critical to ensuring a strong partnership between the United States and Mexico," said U.S. Representative Raúl M. Grijalva (AZ-03). "Security and economic issues don't stop at the border, and these upgrades to the port of entry will ensure a more efficient and secure flow of people between our two countries that will make border communities safer and facilitate greater economic activity."

"Safe, secure and efficient ports are critical to growing Arizona jobs and our economy," said Arizona Governor Doug Ducey. "This expansion is an essential improvement that will help achieve those goals while also improving the flow of commerce and people at the San Luis I Port of Entry."

Located at Highway 95 and International Border in San Luis, AZ, pedestrian traffic at the San Luis I exceeded the screening capacity of the previous facility. As a result, GSA built the new northbound pedestrian annex to expand pedestrian processing capacity. This \$6 million project is designed to lower operating and life-cycle costs despite its location in a desert climate. To generate cost savings for the American taxpayer, solar panels, high levels of insulation and use of natural lighting were incorporated into the building along with low-use water fixtures and native landscaping to help the facility thrive in extremely dry conditions.

On Monday, September 24, 2018, CBP began pedestrian-processing operations at the new pedestrian annex building. The San Luis I LPOE is open 24 hours a day, seven days a week for northbound travelers into the U.S. CBP processes pedestrians including Secure Electronic Network for Travelers Rapid Inspection (SENTRI), Ready Lane, and general traffic.

Speakers at the celebration included: U.S. Senator Jon Kyl; U.S. Congressman Raúl M. Grijalva; Mayor Gerardo Sanchez, City of San Luis, Ariz.; Mayor Santos Gonzalez Yescas, City of San Luis Rio Colorado, Mexico; Mr. Juan Ciscomani, Senior Advisor for Regional and International Affairs, State of Arizona (representing Arizona Governor Doug Ducey); GSA Pacific Rim Regional Administrator Tom Scott; and U.S. Customs and Border Protection San Luis Area Port Director John A. Schwamm.

The San Luis I LPOE is the second busiest non-commercial port in Arizona, processing more than 3 million vehicles and 2.5 million pedestrians each year. The port of entry was originally constructed as a multimodal port for commercial and non-commercial crossing. In 2010, commercial operations shifted to a new port referred to as San Luis II LPOE, located approximately eight miles to the east of San Luis I.

For more information about the San Luis I LPOE modernization and expansion project, visit www.gsa.gov/sanluisLPOE.

Join the conversation @USGSA @CustomsBorder #SanLuisLPOE #AZ

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U.S. General Services Administration

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U.S. Customs and Border Protection

CBP's Office of Field Operations is the primary organization within the U.S. Department of Homeland Security tasked with an anti-terrorism mission at our nation's ports. CBP officers screen all people, vehicles, and goods entering the United States while facilitating the flow of legitimate trade and travel. Their mission also includes carrying out border-related duties, including narcotics interdiction, enforcing immigration and trade laws, and protecting the nation's food supply and agriculture industry from pests and diseases.

Social Media Strategy - Ribbon-Cutting Ceremony specific

Facebook

- Let's celebrate! A new pedestrian building with 10 processing booths at the San Luis I Port of Entry is now serving the community! [LINK] #SanLuisILPOE #AZ
- ¡Hoy es día de celebración! ¡El nuevo edificio peatonal en la Garita de San Luis I tiene 10 casetas de inspección y actualmente está sirviendo a la comunidad! #GaritaDeSanLuisI

Twitter

- Today we celebrate opening of a new pedestrian facility with 10 new lanes at #SanLuisILPOE with @CBPArizona #SanLuisILPOE #AZ
- ¡Hoy celebramos la apertura del nuevo edificio peatonal en la #GaritaDeSanLuisI, la cual cuenta con 10 casetas de inspección! @CBPArizona

Noteable Twitter Handles (UPDATED UPON CONFIRMATION)

[@RepRaulGrijalva](#) - Congressman Raul Grijalva (<https://grijalva.house.gov/>)

[@CBPArizona](#) - Port Director John Schwamm (<https://www.cbp.gov/contact/ports/san-luis>)

[@US_GSAR9](#) - Pacific Rim Regional Administrator Tom Scott (<https://www.gsa.gov/about-us/regions/welcome-to-the-pacific-rim-region-9>)



Comunicado de prensa

Administración de Servicios Generales de los EE. UU.
Oficina de Aduanas y Protección
Fronteriza de los EE. UU.

PARA PUBLICACIÓN INMEDIATA
24 de octubre de 2018

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GSA, CBP, Ciudad de San Luis organizarán una ceremonia de corte de listón del nuevo Anexo para procesamiento de peatones

La Garita de San Luis I da cabida a 2.5 millones cruces fronterizos de peatones al año

SAN LUIS, Ariz. – Hoy, la Administración de Servicios Generales de los EE. UU. (GSA, *General Services Administration*), la Oficina de Aduanas y Protección Fronteriza de los EE. UU. (CBP, *Customs and Border Protection*) del Departamento de Seguridad Nacional y la ciudad de San Luis organizaron una ceremonia de corte de listón en la Garita de San Luis I para celebrar la apertura de una recién construida instalación para procesamiento de peatones en la garita. Oradores de los gobiernos estadounidense y mexicano se unieron a funcionarios del gobierno local para inaugurar el edificio para las regiones de San Luis, Ariz., y San Luis Rio Colorado, Sonora, México.

“La GSA está emocionada de trabajar en conjunto con la CBP para presentar esta moderna instalación,” manifestó Tom Scott, el Administrador Regional de la GSA en el litoral del Pacífico. “Estamos encantados de ayudar a nuestras agencias de inspección federal, con quienes colaboramos estrechamente, a servir mejor al público viajero y cumplir con su misión de asegurar la frontera y facilitar el viaje y el comercio.”

“Este proyecto ofrece una instalación que permite mejorar el procesamiento de peatones para todo viajero cruzando la frontera hacia los EE. UU., de una manera más segura y eficiente,” dijo Petra Horne, la Directora Interina de Operaciones de Campo de Tucson en Funciones. “Este proyecto de construcción permite que CBP siga protegiendo las fronteras de nuestra nación sin negar la facilitación del comercio entre los Estados Unidos y México.”

La culminación de este nuevo anexo para peatones representa un importante hito para el proyecto del LPOE San Luis I. Con 10 taquillas para procesamiento de peatones, el edificio incrementa la infraestructura de la CBP necesaria para el procesamiento de viajeros por la frontera. La instalación de 8.000 pies cuadrados ofrece infraestructura moderna, diseñada para la misión de las agencias de inspección federal, incluyendo un espacio seguro para la CBP, así como nuevas oficinas y espacios públicos.

“La Garita de San Luis I es una parte vital de la economía de Arizona con más de 3 millones de vehículos y 2.5 millones de peatones cruzando anualmente. También es la garita principal para los trabajadores del campo que cruzan para trabajar en el condado de Yuma,” dijo el senador Jon Kyl (Arizona). “La inversión federal de \$6 millones en este nuevo edificio peatonal proveerá más capacidad para que los consumidores, turistas y trabajadores agrícolas entrando a Arizona

puedan ser procesados de una manera más eficiente y al mismo tiempo asegurando que se mantenga la seguridad pública.”

“La modernización de nuestros puertos de entrada es crítica para asegurar una fuerte relación entre los Estados Unidos y México,” dijo el Representante Raúl M. Grivalja (AZ-03). “Los asuntos de seguridad y económicos no terminan en la frontera, y estas mejoras al puerto de entrada asegurarán un flujo más eficiente y seguro de viajeros entre nuestros dos países, que hará de las comunidades fronterizas más seguras y facilitará una mayor actividad económica.”

“Las garitas seguras y eficientes son críticas para crear trabajos en Arizona y crecer nuestra economía,” dijo el gobernador de Arizona, Doug Ducey. “Esta expansión es una mejora esencial que nos ayudara a lograr estas metas y al mismo tiempo también mejoran el flujo de comercio y gente por la Garita de San Luis I.”

Ubicado en la Ruta Federal 95 con la Frontera Internacional en San Luis, AZ, el tránsito de peatones en San Luis I excedía la capacidad de las antiguas instalaciones. Por ello, la GSA construyó el nuevo anexo para cruce de peatones en dirección norte para expandir la capacidad de procesamiento de los mismos. Este proyecto de \$6 millones fue diseñado para disminuir los costos de operación y de ciclo de vida, a pesar de su ubicación en un clima desértico. Para generarle ahorros al contribuyente estadounidense, se incorporaron a la instalación paneles solares, niveles superiores de aislamiento y la utilización de luz natural, junto con suministro de agua de bajo consumo y el paisaje nativo para ayudar al edificio a triunfar en condiciones extremadamente áridas.

El lunes 24 de septiembre de 2018, la CBP dio inicio a las operaciones de procesamiento de peatones en el nuevo anexo para peatones. El LPOE San Luis I está abierto 24 horas al día, siete días a la semana para los peatones viajando en dirección norte hacia los EE. UU. El procesamiento de peatones por la CBP incluye la Red Electrónica Segura para Inspección Rápida de Viajeros (SENTRI, *Secure Electronic Network for Travelers Rapid Inspection*), Carril Listo (Ready Lane), y tránsito general.

Entre los oradores de la celebración estuvieron: Senador Jon Kyl; Congresista Raúl M. Grijalva; Alcalde Gerardo Sanchez, Ciudad de San Luis, Ariz.; Alcalde Santos Gonzalez Yescas, Ciudad de San Luis Rio Colorado, México; Administrator Regional de la GSA en el litoral del Pacífico Tom Scott; y el Director de la Garita de San Luis de la Oficina de Aduanas y Protección Fronteriza de los EE. UU., John A. Schwamm.

La Garita de San Luis I es la segunda garita no comercial con más actividad de Arizona, procesando más de 3 millones de vehículos y 2.5 millones de peatones al año. La garita fue construida originalmente como un puerto mixto para el cruce comercial y no comercial. En 2010, las operaciones comerciales fueron reubicadas a una nueva garita conocida como San Luis II, ubicado aproximadamente a 8 millas al este de San Luis I.

Para más información sobre el proyecto de modernización y expansión del LPOE San Luis I, visite www.gsa.gov/sanluisLPOE.

Únase a la conversación @USGSA @CustomsBorder #SanLuisLPOE #AZ

###

Administración de Servicios Generales de los EE. UU.

La misión de la GSA es ofrecer la mayor calidad y ahorros en bienes raíces, adquisición, tecnología y otros servicios orientados a misiones para el gobierno.

Oficina de Aduanas y Protección Fronteriza de los EE. UU.

La Oficina de Operaciones de Campo de la CBP es la principal organización del Departamento de Seguridad de Nacional de los EE. UU. a cargo de la misión contra el terrorismo en los puertos de nuestra nación. Los oficiales de la CBP monitorean a todas las personas, vehículos, y bienes entrando a los Estados Unidos al tiempo que facilitan el flujo de comercio y viaje legítimo. Su misión también incluye llevar a cabo labores afines a la frontera, incluyendo la interdicción de narcóticos, el cumplimiento de las leyes de inmigración y comercio, y proteger el abastecimiento de comida y la industria agropecuaria de pestes y enfermedades.

Estrategia de redes sociales - específica para la ceremonia de corte de listón

Facebook

R9 Comms publicará actualizaciones a Facebook y Twitter en vivo durante el evento.

- ¡Hora de celebrar! ¡Un nuevo edificio para peatones con 10 taquillas de procesamiento en la Garita de San Luis I está al servicio de la comunidad! Síguenos en Twitter @US_GSAR9 mientras publicamos en vivo desde el evento. [ENLACE] #SanLuisLPOE #AZ

Twitter

- Hoy celebramos la apertura de un nuevo edificio para peatones en la Garita de #SanLuisLPOE con @CBPARizona #SanLuisLPOE #AZ
- 10 nuevos carriles para procesamiento de peatones en San Luis I para reducir los tiempos de monitoreo, y mejorar la seguridad de visitantes y empleados [ENLACE]
- ¡Continúa la expansión de la capacidad de procesamiento en #SanLuisLPOE #AZ! [ENLACE]

FREQUENTLY ASKED QUESTIONS

(b)(5)



(b)(5)



Approvals

R9 PAO: aph

LPOE Program Manager: alk

R9 PBS: DRB

R9 Comms Supervisor: TRM

PBS:

OCIA:

OSC: Pamela Dixon

San Ysidro LPOE Northbound Pedestrian Building Ribbon-Cutting Ceremony

As of July 24, 2018



Executive Summary

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere, currently processing an average of 70,000 northbound vehicle passengers and 20,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87-percent increase in vehicle traffic in San Ysidro by the year 2030. To accommodate that growth and to better meet the changing needs of federal-inspection agencies and the traveling public, GSA is modernizing and expanding the LPOE. The scope includes demolition of an existing and construction of a new LPOE, including primary and secondary inspection areas, an administration and pedestrian buildings.

As part of Phase 2, GSA recently constructed a new pedestrian-processing facility on the east side of the port. This facility will serve as the main northbound crossing point and provides infrastructure necessary to help reduce northbound wait times while also modernizing facilities for the Department of Homeland Security - U.S. Customs and Border Protection (CBP) to conduct its mission. This enhanced port infrastructure accommodates border security initiatives and supports the San Diego regional economy. The opening of this new pedestrian facility with its 22 northbound lanes is the largest pedestrian improvement at San Ysidro since its construction in the early 1970s.

On August 15, 2018, GSA, in partnership with CBP, will be co-hosting a binational ribbon-cutting ceremony to celebrate completion of the new pedestrian facility on the eastside of San Ysidro. In addition, CBP will shift pedestrian-processing operation from its current location at the Milo building (795 East San Ysidro Boulevard) to the new facility (720 East San Ysidro Boulevard).

Invited Speakers:

- Acting Regional Administrator Dan Brown - GSA Pacific Rim Region (CONFIRMED)
- Senator Dianne Feinstein - U.S. Senate (DECLINED)
- Senator Kamala Harris - U.S. Senate (DECLINED)
- Governor Jerry Brown - State of California (DECLINED)
- Representative Juan Vargas - U.S. Congress (CONFIRMED)
- Representative Scott Peters - U.S. Congress (CONFIRMED)
- Mayor Kevin Faulconer - City of San Diego (CONFIRMED)
- Mayor Juan Manuel Gastelum Buenrostro - City of Tijuana (CONFIRMED)
- Governor Francisco Vega De Lamadrid - State of Baja California (INVITED)
- Administrator Emily Murphy - GSA (DECLINED)
- PBS Deputy Commissioner Michael Gelber - GSA (CONFIRMED)
- Commissioner Kevin McAleenan - CBP (DECLINED)
- CBP Director of Field Operations Pete Flores - (CONFIRMED)
- Ambassador Geronimo Gutierrez - SRE (INVITED)
- Consul General Sue Saarnio - State Department (CONFIRMED)

Press Plan

Media and traffic advisories and a news release to targeted regional media and contacts recommended by GSA, CBP, U.S. Consulate in Tijuana, Mexican Consulate in San Diego, and project contractors.

Facility Tour - Media: PedEast processing facility, August 15, 2018, 10 a.m.

Ribbon-Cutting Ceremony: PedEast pre-primary queueing area, August 15, 2018, 11 a.m.

Ribbon Cutting Photo Op: PedEast, August 15, 2018, 12 p.m.

Rollout

December 10, 2018 - Media Advisory (to accommodate CBP vetting of reporters)

August 8, 2018 - Traffic Advisory

August 15, 2018 - News Release

Top Message

- The new PedEast facility will help reduce northbound pedestrian border wait times and enhances the traveler's experience.
- The new pedestrian processing facility with its 22 lanes will serve as the main northbound crossing point for approximately 20,000 daily travelers.
- This facility represents the largest pedestrian expansion at the San Ysidro port since the 1970s and builds on success of the PedWest building delivered in 2016.
- This facility provides modernized mission infrastructure for federal-inspection agencies.
- Provides traveling public new, efficient and convenient facilities to cross the border.
- In 2009, the port had 14 northbound pedestrian booths at the start of construction and now it will feature 36 "state of the art" northbound pedestrian inspection booths to serve the traveling public.



Media Advisory

FOR IMMEDIATE RELEASE

August 6, 2018

Andra Higgs (GSA): andra.higgs@gsa.gov

Phone: 415-436-8778

(b)(6) [@cbp.dhs.gov](mailto:cbp@dhs.gov)

Binational Community to Celebrate Opening of New Northbound Pedestrian Facility at San Ysidro Land Port of Entry

SAN YSIDRO, Calif.-- The U.S. General Services Administration (GSA) and the Department of Homeland Security - U.S. Customs and Border Protection (CBP) will host a ribbon-cutting ceremony to celebrate the opening of a new northbound pedestrian-processing building at the San Ysidro Land Port of Entry (LPOE) on August 15, 2018, at 11 a.m.

GSA constructed a 22-lane pedestrian-processing facility as part of Phase 2 of the San Ysidro LPOE modernization and expansion project. This new facility serves as an additional northbound crossing point for travelers on the port's east side. This additional pedestrian-processing capacity is expected to help reduce northbound wait times while also providing modernized infrastructure for CBP to conduct its mission.

Among invited speakers for the binational ribbon-cutting ceremony are federal, state and local government and civic officials, including those from the San Diego-Tijuana region.

WHAT: Ribbon-cutting ceremony for a new San Ysidro LPOE Northbound Pedestrian-Processing Building

WHEN: Wednesday, August 15, 2018

- 9:30 a.m., Media tour (arrive no later than 9:20 a.m., for facility tour)
- 11 a.m., Ribbon-cutting ceremony
- 12 p.m., Ribbon-cutting photo opportunity with speakers
- 12:10 p.m., Media availability with designated speakers

WHERE: 720 East San Ysidro Boulevard, San Ysidro, Calif. 92173

WHO:

- Congressman Juan Vargas
- Congressman Scott Peters
- Mayor Kevin Faulconer - City of San Diego
- Mayor Juan Manuel Gastelum Buenrostro - City of Tijuana
- Consul General Sue Saarnio - U.S. Consulate in Tijuana
- PBS Deputy Commissioner Michael Gelber - GSA
- Acting Regional Administrator Dan Brown - GSA
- CBP Director of Field Operations Pete Flores

NOTE 1: Credentialed media representatives planning to attend must RSVP no later than 12

p.m., August 9, 2018, with Andra Higgs at andra.higgs@gsa.gov or 415-436-8778. **NOTE:** all attending media representatives must comply with CBP's port-access security protocol that requires emailing vetting information -- full name, date of birth and last four digits of social security number to: (b)(6) @cbp.dhs.gov. Media representatives who are foreign nationals are asked to provide full name, date of birth and visa classification.

NOTE 2: Media is responsible for finding parking in nearby lots. Live broadcast vehicles will not be allowed in the area where the ceremony takes place.

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Traffic Advisory

FOR IMMEDIATE RELEASE

August 8, 2018

Andra Higgs (GSA), andra.higgs@gsa.gov

Phone: 415-436-8778

(b)(6)

@cbp.dhs.gov

GSA, CBP to Open New Northbound Pedestrian Processing Building at San Ysidro Land Port of Entry

SAN YSIDRO, Calif. -- On Wednesday, August 15, 2018, at 2:30 p.m., the U.S. General Services Administration (GSA) and the Department of Homeland Security - U.S. Customs and Border Protection will open a newly constructed northbound pedestrian-processing facility on the east side of the San Ysidro Land Port of Entry (LPOE).

WHAT: Northbound pedestrian processing will permanently shift to the new facility, also known as PedEast, with its 22 inspection booths. Pedestrian processing operations at the temporary facility inside of the Milo building will permanently close on August 15.

WHERE: The new northbound pedestrian facility is located south of the San Diego Metropolitan Transit System (MTS) trolley and bus station. The approach from Mexico will remain unchanged and travelers will proceed beneath a newly constructed, shaded walkway that will lead them to the pedestrian-processing facility.

WHEN: Wednesday, August 15, 2018, at 2:30 p.m.

Note: Northbound pedestrians at the San Ysidro LPOE will continue to have the option of crossing through PedWest, located on the west side of the port and adjacent to the MTS Virginia Avenue Transit Center. Additionally, southbound pedestrian crossings on both sides of the port remain unchanged.

For more information about the San Ysidro Land Port of Entry modernization and expansion project, visit www.gsa.gov/sanysidrolpoe

Join the conversation @USGSA @CustomsBorder #PedEast #SanYsidroLPOE

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News Release

FOR IMMEDIATE RELEASE

August 15, 2018

Andra Higgs (GSA), andra.higgs@gsa.gov

Phone: 415-436-8778

(b)(6)

@cbp.dhs.gov

GSA, CBP Open New Northbound Pedestrian Building at San Ysidro Land Port of Entry *New facility offers expanded processing capacity*

SAN YSIDRO, Calif. – Today, the U.S. General Services Administration (GSA) and the Department of Homeland Security - U.S. Customs and Border Protection (CBP) hosted a ribbon-cutting ceremony at the San Ysidro Land Port of Entry (LPOE) to celebrate the opening of the newly constructed northbound pedestrian-processing building on the east side of the port. Speakers from the U.S., and Mexican governments joined local government officials to open the facility – known as PedEast – for the San Diego-Tijuana region.

“The completion of the PedEast facility marks an important construction milestone by providing modernized infrastructure at the San Ysidro port within budget and on schedule,” said GSA’s Acting Pacific Rim Regional Administrator Dan Brown. “PedEast provides [CBP](#) with a new, state-of-the-art facility required to meet its federal-inspection mission and the travelling public with an expanded facility that will support the local community.”

“San Ysidro is the largest, most complex port of entry in the Western Hemisphere,” said CBP’s San Diego Director of Field Operations Pete Flores. “One out of every five travelers who enters the U.S., whether by land, air or sea, does so through a port of entry within the San Diego Field Office jurisdiction, and the majority enter through San Ysidro. The opening of this pedestrian-processing facility is a reflection of the hard work, collaboration and efficiency of GSA and the CBP.”

The completion of the new PedEast building marks an important project milestone on the LPOE’s Phase 2 construction schedule. With 22 pedestrian booths, PedEast increases CBP’s mission-support infrastructure to process cross-border travelers. When the San Ysidro LPOE project is complete in the fall of 2019, it will deliver modernized, mission-related infrastructure for federal-inspection agencies and the traveling public including renovation of the historic Customs House, a pedestrian plaza, and expansion of northbound and southbound vehicle-inspection facilities.

The PedEast opening attracted civic leaders from both sides of the San Diego-Tijuana border community to celebrate the port’s newest northbound pedestrian-processing facility.

“The opening of PedEast brings us one step closer to fully realizing the economic potential of reduced wait times at the busiest land port of entry in the Western Hemisphere,” stated Representative Juan Vargas (CA-51). “I look forward to the benefits of improving our border,

including strengthening our national security, reducing the port's carbon footprint, and facilitating economic growth for California and the entire nation."

"Every day thousands of San Diegans rely on a modern and efficient border to conduct business, travel abroad, commute, or visit friends and family," said San Diego Mayor Kevin Faulconer. "This new facility is going to greatly improve the traveler experience and provide more streamlined crossing to and from Mexico. I was proud to advocate for funding at the federal level to complete the San Ysidro Land Port of Entry expansion so we can continue to grow our regional economy."

At 2:30 p.m., today, CBP began pedestrian-processing operations at the new 100,000-square foot PedEast facility. Additionally, CBP will continue its processing operations already taking place at the 22,000 square foot sister facility on the west side of the port ([PedWest](#)).

PedEast is conveniently located near public transit, including the [San Diego Metropolitan Transit System](#) trolley line. PedEast is open 24 hours a day, seven days a week for northbound travelers into the U.S. CBP will process pedestrians and bus passengers, including Secure Electronic Network for Travelers Rapid Inspection (SENTRI), Ready Lane, and general traffic.

With today's opening of PedEast's 22 pedestrian lanes, San Ysidro LPOE now has 36 inspection booths available for CBP's use in pedestrian-processing operations (including 14 lanes at PedWest). This facility represents the largest pedestrian expansion at the San Ysidro port since the 1970s.

Speakers at the celebration included: Congressman Juan Vargas, Congressman Scott Peters; San Diego Mayor Kevin Faulconer; Tijuana Mayor Juan Manuel Gastelum Buenrostro; GSA Public Buildings Service Deputy Commissioner Michael Gelber; GSA Pacific Rim Acting Regional Administrator Dan Brown; Consul General Sue Saarnio - U.S. Consulate in Tijuana, and, CBP's San Diego Director of Field Operations Pete Flores.

The San Ysidro LPOE is the busiest land border crossing in the Western Hemisphere, where more than 70,000 northbound vehicle passengers and 20,000 pedestrians cross the border daily. GSA recognizes the pivotal role the port plays in linking the vibrant binational communities of San Diego and Tijuana. GSA continues to work closely with government partners and community stakeholders to communicate the port's modernization and expansion project to accommodate an anticipated future growth in vehicular and pedestrian traffic, and to better meet the changing needs of federal-inspection agencies and the traveling public.

For more information about the San Ysidro LPOE modernization and expansion project, visit www.gsa.gov/sanysidrolpoe.

Join the conversation @USGSA @CustomsBorder #PedEast #SanYsidroLPOE

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Social Media Strategy

August 9, 2018 (day of traffic advisory)

- [Facebook](#): [Outside rendering] - On Wednesday the traveling public will have two northbound pedestrian crossing options at the San Ysidro Land Port of Entry. The new

pedestrian facility, #PedEast, is scheduled to open on August 15th at 2:30 p.m. To learn more, check out GSA's traffic advisory ([link to traffic advisory](#)).

El proximo miercoles, el público en tránsito tendrá dos opciones de cruce peatonal en dirección norte en la Garita de San Ysidro. La apertura de la nueva instalación para peatones, #PedEast, está programada para el 15 de agosto a las 2:30 PM. Para más información, revisa el aviso de tráfico de la GSA.

([link](#) [to](#) [Spanish](#) [traffic](#) [advisory](#))

- [Twitter](#): [Outside rendering] - The new northbound pedestrian facility at #SanYsidroLPOE - #PedEast - opens on Wednesday. Now you'll be able to cross on both sides of the port. Check out GSA's traffic advisory for more info. ([link to traffic advisory](#))

#PedEast, la nueva instalación de cruce peatonal en dirección norte en la #GaritaDeSanYsidro, será inaugurada el proximo miercoles. Podrás cruzar desde ambos lados de la garita. Revisa el aviso de tráfico de GSA para más información.

) ([link to Spanish traffic advisory](#))

August 15, 2018 (day of ribbon-cutting ceremony)

- [Facebook](#): [Pictures from Ribbon Cutting Ceremony] - And with a simple cut of a ribbon, the new pedestrian facility, #PedEast, is now open to the public! A binational group of stakeholders gathered to celebrate the occasion and the opening of San Ysidro's new pedestrian crossing. ([link to news release](#))

SPANISH TRANSLATION (GOES HERE) ([link to Spanish news release](#))

- [Facebook](#): [Updated pictures of PedEast building exterior and interior with people using the new facility] - #PedEast is now open for operations. With its shaded pedestrian walkway, expanded pedestrian-processing capacity and close proximity to the San Ysidro bus and trolley station, PedEast is an attractive pedestrian crossing option for the region. ([link to Spanish news release](#))

SPANISH TRANSLATION (GOES HERE) ([link to Spanish news release](#))

- [Twitter](#): [Pictures from Ribbon Cutting Ceremony] - Today's Ribbon-cutting ceremony for #PedEast at the #SanYsidroLPOE formally marks the opening of new of our northbound pedestrian building!

Read news release for more details. ([link to Spanish news release](#))

[Twitter](#): [Updated pictures of PedEast building exterior and interior with people using the new facility] - #PedEast is now open for operations and offers convenient access to San Ysidro bus and trolley station.

SPANISH TRANSLATION GOES HERE ([link to Spanish news release](#))

August 20, 2018 (Ribbon-cutting ceremony video)

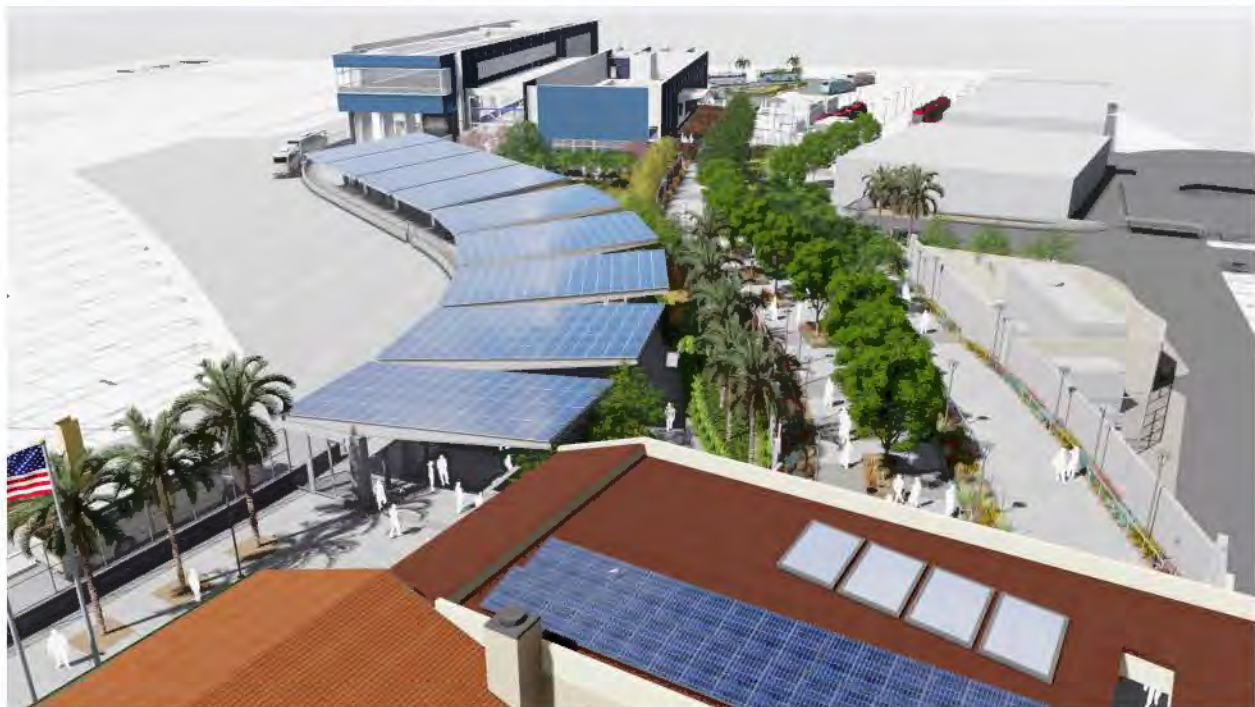
- [Facebook](#): [Link to GSA Youtube video for the ribbon cutting ceremony] If you missed the PedEast ribbon-cutting ceremony here's a short video. Check it out!

Frequently Asked Questions

(b)(5)



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View from historic customs house showing photovoltaic panels installed on top of the new shaded pedestrian walkway. The new administrative and pedestrian-processing buildings, and the pedestrian plaza are visible in the background.
(Graphic courtesy of U.S. General Services Administration)



PedEast facility exit doors and pedestrian plaza.
(Graphic courtesy of U.S. General Services Administration)



PedEast employee and visitor entrance next to the San Ysidro trolley and bus station.
(Graphic courtesy of U.S. General Services Administration)

###

San Ysidro Land Port of Entry Phase 1B Ribbon Cutting Communications Plan

Ribbon Cutting Ceremony: November 10, 11:00 am - 12:15 pm
Location: 720 East San Ysidro Boulevard, San Diego, CA 92173

Rollout

Monday, November 3 - Media Advisory
Monday, November 10 - News Release

(Background)

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 50,000 northbound vehicles and 25,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030.

To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of the LPOE, including primary and secondary inspection areas, administration and pedestrian buildings, and all other support structures. The project will expand pedestrian processing facilities including a new pedestrian crossing on the east side of the LPOE that will connect with a new multimodal transportation hub in Mexico and expanded northbound inspection facilities. Additionally, there will be a new north and southbound crossing at El Chaparral/Virginia Avenue with an associated transit center. The project is also expected to have a direct and significant impact on the local economy and job creation in the area.

Prior to the completion of Phase 1B, the San Ysidro LPOE had become a bottleneck in the system of interchange between the two countries, increasingly restricting the movement of passenger vehicles during peak times. Recent studies have estimated that existing wait times for vehicles at the San Ysidro LPOE average 2 to 4 hours during the commuter peak period. Since the recent reopening of all lanes, commuter times have dropped to below 30 mins during peak periods.

The project's Phase 1B is comprised of northbound privately owned vehicle (POV) processing improvements including new lanes, stacked booths, secondary inspection area canopy and construction of a new headhouse building for CBP operations.

Invited Speakers

Prefix	First Name	Last Name	Title	Agency	RSVP
Ms.	Ruth	Cox	Regional Administrator (Master of Ceremonies)	U.S. General Services Administration	Confirmed
The Honorable	Susan	Davis	Representative	U.S. Congress	Confirmed
The Honorable	Toni	Atkins	Speaker	California State Assembly	Confirmed
The Honorable	Kevin	Faulconer	Mayor	City of San Diego	Confirmed
The Honorable	Andrew	Erickson	Consul General	U.S. Dept of State	Confirmed
The Honorable	Jorge	Astiazaran	Mayor	City of Tijuana	Confirmed
The Honorable	Barbara	Boxer	Senator	U.S. Congress	

The Honorable	Jerry	Brown	Governor	State of California	Regrets
The Honorable	Dianne	Feinstein	Senator	U.S. Congress	
The Honorable	Remedios	Gomez Arnau	Consul General	SRE	Confirmed
The Honorable	Duncan	Hunter	Representative	U.S. Congress	
The Honorable	Darrell	Issa	Representative	U.S. Congress	Regrets
The Honorable	Gil	Kerlikowske	CBP Commissioner	U.S. Customs & Border Protection	Regrets
Mr	Pete	Flores	San Diego Director of Field Operations	U.S. Customs & Border Protection	Confirmed
The Honorable	Scott	Peters	Representative	U.S. Congress	Regrets
The Honorable	Dan	Tangherlini	Administrator	U.S. General Services Administration	Regrets
The Honorable	Juan	Vargas	Representative	U.S. Congress	Regrets
The Honorable	Francisco	Vega	Governor	State of Baja California	

Press Plan

Media advisory and news release to targeted regional media and contacts recommended by GSA, CBP and the U.S. Consulate.

Top Message

- The United States and Mexico share more than just a physical border. Our land ports of entry play a vital role, in not only the security of our nation, but also in facilitating economic trade and prosperity, cultural exchange, and connecting families and binational communities. the economic impact of border wait times on the bi-national economy.
- Our land ports and their associated projects play an important role in stimulating the local economy through job creation and the employment of small businesses. The first phase of this project has created over 1,500 construction jobs and small businesses were awarded more than 55 percent of subcontracts.
- Land ports of entry in these neighboring communities play a crucial role in achieving bi-national goals, which makes it essential to have a modernized port infrastructure in place, to not only support current requirements, but also capacity and security projections for the next 10, 20, and even 30 years.

Media Advisory

November 3, 2014

Contact: Traci Madison (GSA): 415-581-1788
(b)(6)

Binational Community Celebrates Completion of San Ysidro's Northbound Vehicle Lanes

GSA, CBP's project creates efficiencies and dramatically reduced crossing times

SAN YSIDRO, Calif.-- The U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) will host a ribbon cutting ceremony at the San Ysidro Land Port of Entry on November 10, 2014 to commemorate the completion of Phase 1B of the project. This phase has significantly eased northbound vehicle traffic and is comprised of new northbound privately owned vehicle lanes, stacked inspection booths, a secondary inspection area canopy and construction of a new headhouse building for CBP operations.

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere, currently processing an average of 50,000 northbound vehicles and 25,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87 percent increase in vehicle traffic in San Ysidro by the year 2030. To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port.

Speakers from the federal, state and city governments will discuss the importance of this project to the binational communities in the San Diego – Tijuana region.

WHAT: Ribbon Cutting Ceremony

WHEN: Monday, November 10, 2014

- 10:30 a.m. Ribbon Cutting Photo Opportunity with speakers
- 11:00 a.m. Formal Ceremony
- 12:15 p.m. Speaker Media availability

WHERE: San Ysidro Land Port of Entry (inside the new Headhouse)
720 East San Ysidro Boulevard, San Diego, CA 92173.

WHO: Ruth Cox, Regional Administrator for GSA's Pacific Rim Region
Susan Davis, Congresswoman for CA 53rd Congressional District
Andrew Erickson, U.S. Consul General in Tijuana
Toni Atkins, California State Assembly Speaker
Kevin Faulconer, Mayor of the City of San Diego

**** Ceremony is by invitation only and media credentials are required in advance**

Credentialed media representatives wishing to attend must RSVP no later than noon on November 5th to Traci Madison at (415) 581-1788 or via email at Traci.madison@gsa.gov. All media personnel must adhere to CBP's port access protocols and will be required to submit additional information in advance in order to

access the port.

###

News Release:

Binational Community Celebrates Completion of San Ysidro's Northbound Vehicle Lanes

GSA, CBP's project brings efficiency and reduced crossing times to the port

SAN YSIDRO, Calif.-- Today, the U.S. General Services Administration (GSA) and U.S. Customs and Border Protection (CBP) hosted a ribbon cutting ceremony at the San Ysidro Land Port of Entry to commemorate the completion of Phase 1B of the port's modernization and expansion project. Guests from both the U.S. and Mexico joined GSA; CBP; San Diego Mayor Kevin Faulconer; Tijuana Mayor Jorge Astiazaran; Cónsul General Remedios Gomez Arnau; Congresswoman Susan Davis; Deputy Chief of Mission Laura Dogu, U.S. Embassy in Mexico; and California State Assembly Speaker Toni Atkins in celebrating the state-of-the-art improvements that have been completed at the San Ysidro border crossing since beginning Phase 1B in February 2011.

Phase 1B expands the port's capacity to 25 northbound privately-owned vehicle lanes with 46 primary inspection booths (double stacked) and includes a secondary inspection area canopy and construction of a new headhouse building for CBP operations. The work has already improved efficiency and significantly reduced northbound vehicle traffic since opening for testing in mid-September. The additional capacity has dramatically decreased wait times during peak periods from two - four hours to less than 30 minutes when all lanes and booths are in operation.

Key Facts:

- Location: 720 East San Ysidro Blvd. San Diego, CA 92173-3116
- Project size: ~ 240,000 Gross Square Feet; ~ 50 Acres (Project Area)
- Total Funding: Approximately \$741 Million
- Primary Tenants: U.S. Department of Homeland Security - Customs and Border Protection (CBP)
U.S. Department of Homeland Security - Immigration and Customs Enforcement (ICE)

Overall Project Objectives:

- Increase vehicle and pedestrian inspection processing capacities at the San Ysidro LPOE
- Reduce northbound vehicle and pedestrian queues and wait times to cross the border
- Improve the safety of the San Ysidro LPOE for vehicles and pedestrians crossing the border, and for employees at the LPOE
- Modernize facilities to accommodate current and future demands and implementation of border security initiatives, such as the Western Hemisphere Travel Initiative (WHTI), the United States Visitor and Immigrant Status Indicator Technology program (US-VISIT), and the Secure Border Initiative (SBI)
- Provide facilities to enhance mobility and multi-modal connections in San Ysidro
- Reduce southbound vehicle queues and wait times to cross the border during "pulse and surge"
- Lower idling times for drivers and reduce emissions
- Enhance infrastructure to serve the San Diego Regional Economy

- Invest in the San Diego region

GSA Pacific Rim Regional Administrator Ruth Cox:

"It's through projects like this that GSA has made great strides in modernizing our nation's federal infrastructure. This project will not only speed the processing of personal vehicles and eventually the processing of pedestrians; it also plays an important role in stimulating the local economy through job creation and the employment of small businesses. In Phase 1B, over 1,500 workers were employed and small businesses were awarded 55 percent of subcontracts, exceeding GSA's goal of 41 percent."

Pete Flores, CBP Director of Field Operations in San Diego:

"As America's first line of defense, CBP is not only committed to protecting and securing our nation's borders, but also facilitating and welcoming travelers from all over the world through our facilities. The San Ysidro port of entry when fully complete will serve as a model for what can be accomplished with improved infrastructure, increased efficiencies and partnerships dedicated to having an effective border process."

San Diego Mayor Kevin L. Faulconer:

"This ribbon cutting represents a celebration of new opportunities for our City. By allowing for the free flow of goods and work across the border, the San Ysidro Port of Entry is a critical link for thousands of people to access jobs and opportunities in both Mexico and America."

California State Assembly Speaker Toni Atkins:

"I was impressed with the progress at the San Ysidro Port of Entry when I took a tour of the construction site in September. It held such promise for a better future of reduced wait times and better service for the busy mega-region we have become. This is just the beginning and it shows what a remarkable facility the Port of Entry will be when the entire project is complete."

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 50,000 northbound vehicles and 25,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87 percent increase in vehicle traffic in San Ysidro by the year 2030. To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port.

###

The mission of GSA is to deliver best value in real estate, acquisition and technology services to government and the American people. The agency delivers this commitment through [six priority areas](#) that include: delivering better value and savings; serving our partners; expanding opportunities for small businesses; creating a more sustainable government; leading with innovation; and building a stronger GSA.

Social Media

Facebook

Tweets

#America

#border

#borderwaittimes

#California

#Mexico

#SanDiego

#SanYsidro

#SanYsidroLPOE

#smallbiz

#Tijuana

CBP: @CustomsBorder

San Diego Association of Governments: @SANDAG

Ruth Cox: @RFC_GSAR9

Susan Davis: @RepSusanDavis

Remedios Gomez Amau: No @ use Consul General of Mexico in San Diego

Laura Dogu: @USEmbassyMEX

Toni Atkins: @toniatkins

Kevin Faulconer: @kevin_faulconer

Jorge Astiazaran: No @ use Tijuana Mayor (or el presidente municipal)

Pete Flores: @CBPSanDiego

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Tough Qs and As

Snapshot:

Location

720 East San Ysidro Blvd.
San Diego, CA 92173-3116
Facility Size (Planned)
~ 240,000 Gross Square Feet
Completed
~ 50 Acres (Project Area)

Project Cost

Approximately \$735 Million
Plus \$6 Million in ARRA Funds

Funding Status

Phase 1 - Fully Funded
Phase 2 - Unfunded
Phase 3 - Fully Funded

Project Phasing & Completion Schedule

Phase 1A: Pedestrian Bridge – Completed April 2011
Phase 1B: Northbound Vehicular Inspection – February 2011 to November 2014
Phase 1C: Southbound Pedestrian Crossing – August 2012
Phase 1D: Western Pedestrian Facility – April 2016
Phase 2: Administration & Pedestrian building – To be determined
Phase 3: I-5 North & Southbound Inspection Facilities – July 2018

Primary Tenants

U.S. Customs and Border Protection (CBP)
U.S. Immigration and Customs Enforcement (ICE)

Architect - Miller|Hull Partnership
Construction Management - URS Corporation
General Contractor:
Phase 1A – Clark Atkinson
Phase 1B & 1C – Hensel Phelps Construction Co.
Phase 1D – To be determined
Phase 2 & 3 – To be determined

Project Overview

The San Ysidro Land Port of Entry (LPOE) is the busiest land border crossing in the Western Hemisphere; currently processing an average of 50,000 northbound vehicles and 25,000 northbound pedestrians per day. The San Diego Association of Governments (SANDAG) projects an 87% increase in vehicle traffic in San Ysidro by the year 2030.

To accommodate that growth and to better meet the changing needs of the tenant agencies and the traveling public, GSA is conducting a complete reconfiguration and expansion of the port. The scope includes the demolition and construction of the LPOE, including primary and secondary inspection areas, administration and pedestrian buildings, and all other support structures. The project will expand pedestrian processing facilities including a new pedestrian crossing on the east side of the LPOE that will connect with a new multimodal transportation hub in Mexico and expanded northbound inspection facilities. Additionally, there will be a new north and southbound crossing at El Chaparral/Virginia Avenue with an associated transit center.

Once all three phases are complete, the new port will boast 62 northbound vehicle primary inspection

booths, one dedicated bus lane and inspection booth spread over 34 lanes, as well as improved processing facilities for bus and Secure Electronic Network for Travelers Rapid Inspection (SENTRI) travelers. The

LPOE will have over 110,000 square feet of new primary and secondary vehicle inspection canopy utilizing state-of-the-art materials that will both conserve and produce energy. In addition, a portion of the Interstate 5 South freeway will be realigned and expanded from the current five lanes to ten lanes which will connect to Mexico's new El Chaparral facility. Corresponding southbound inspection canopy will be constructed to support Customs and Border Protection's (CBP) southbound vehicle inspection efforts.

In designing the new San Ysidro LPOE, GSA is committed to build the "Port of the Future" and strives to build a facility that is sustainable, operationally scalable, and will dramatically reduce the Port's carbon footprint, while at the same time enhancing CBP's ability to conduct their mission. With the innovative applications of energy production projects, as well as sustainable energy and water-saving features, the San Ysidro LPOE aspires to receive the Leadership in Energy and Environmental Design (LEED) Gold certification.

GSA is currently collaborating with local agencies to develop a plan for improvements at Virginia Avenue to support northbound and southbound pedestrian crossing on the west side of the port. The proposed design includes ten northbound and two reversible southbound pedestrian processing lanes and conveniently serves the traveling public on the west side of San Ysidro. The concept includes an intermodal transit center for buses and taxis in addition to a pedestrian drop off and pickup area. Furthermore, with the passage of the Fiscal Year 2014 Consolidated Appropriations Act, the \$226 million needed for Phase 3 of the project has been fully funded. This phase requires the acquisition of land from a local property owner. Phase 2 funding is included in the 2015 Presidential Budget and awaits Congressional approval.

Energy & Sustainability Goals

- Energy
- Water Solar photovoltaic system
- Solar thermal hot water system
- Geothermal heat exchange system
- Ultra-low flow fixtures
- Rainwater retention and reuse system
- Onsite waste water treatment system Xeriscape landscaping (drought tolerant plants)

Overall Project Objectives:

- Increase vehicle and pedestrian inspection processing capacities at the San Ysidro LPOE;
- Reduce northbound vehicle and pedestrian queues and wait times to cross the border;
- Improve the safety of the San Ysidro LPOE for vehicles and pedestrians crossing the border, and for employees at the LPOE;
- Modernize facilities to accommodate current and future demands and implementation of border security initiatives, such as the Western Hemisphere Travel Initiative (WHTI), the United States Visitor and Immigrant Status Indicator Technology program (US-VISIT), and the Secure Border Initiative (SBI).
- Provide facilities to enhance mobility and multi-modal connections in San Ysidro
- Reduce southbound vehicle queues and wait times to cross the border during "pulse and surge"1 southbound inspections
- Lower idling times for drivers and reduce emissions
- Enhanced Infrastructure to serve the San Diego Regional Economy

- A major investment in the San Diego Region

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Phase 3 - I-5 North & Southbound Inspection Facilities

Phase 3 improvements entail the reconfiguration of the southbound facilities to connect with Mexico's new El Chaparral facility. These improvements, as currently designed, will require removal of existing structures and Camiones Way. The existing commercial retail building (UETA Duty Free Shop) and a large portion of the large surface parking lots between Virginia Avenue and I-5 would be demolished.

A new southbound roadway would be constructed at the terminus of southbound I-5, just south of the Camino de la Plaza overcrossing, and would curve southwestward within the LPOE to connect with the El Chaparral LPOE in Mexico. The roadway expand from the current five lanes to ten southbound lanes.

Corresponding southbound inspection canopy will be constructed to support Customs and Border Protection's (CBP) southbound vehicle inspection efforts.

During Phase 3, the northbound primary inspection area would be expanded by seven lanes on the west side with 14 stacked inspection booths, resulting in a total of 31 new lanes (24 lanes would be constructed in Phase 1).

Fiscal Year 2014 Consolidated Appropriations Act provided \$226 million for Phase 3

Phase 3/DFA Statement:

GSA is preparing to enter into good faith negotiations with a local property owner to acquire real property for San Ysidro Land Port of Entry's Phase 3, the realignment of the final segment of the southbound I-5 freeway. The acquisition of this property is governed by the Uniform Relocation Act of 1970 as amended. Due to the sensitive nature of these negotiations, we are unable to discuss specific details at this point, however this project will provide a number of significant deliverables to the region which include:

- A major investment in the region and enhanced Infrastructure to serve the San Diego Regional Economy;
- Increased vehicle and pedestrian inspection processing capacities and significantly reduced northbound queues and wait times;
- Improved safety and security for CBP staff and the travelling public;
- Modernize facilities to accommodate current and future demands and implementation of border security initiatives;
- New facilities to enhance mobility and multi-modal connections;
- Reduced southbound vehicle queues and wait times during Customs and Border Protection's "pulse and surge" inspections;
- Lower idling times for drivers and reduce emissions;
- and a sustainable facility that is operationally scalable, and will dramatically reduce the Port's carbon footprint, while at the same time enhancing CBP's ability to conduct their mission.

Pedwest Statement

The U.S. General Services Administration (GSA) has awarded a design-build (D-B) contract to Halbert Construction Company, Inc., a service-disabled veteran-owned small business for the construction of a new pedestrian facility at the San Ysidro Land Port of Entry (LPOE) in San Diego, Calif. As part of the port's ongoing modernization and expansion project, this new facility will conveniently serve the traveling public on the west side of San Ysidro and will increase pedestrian throughput at the port when complete in spring 2016.

The West Pedestrian (PedWest) facility represents the largest pedestrian expansion at the San Ysidro port since its construction in the early 1970s. With pedestrian wait times often exceeding three hours, GSA is excited to provide the infrastructure for the additional pedestrian capacity. GSA's award of the D-B contract to Halbert Construction Company, a small business based in Southern California, reaffirms our commitment to the economic vitality of the San Diego-Tijuana region.

Tacoma Union Station Federalization Event Comms Plan

Wednesday, August 10, 2022

Quick Overview

WHAT: Union Station U.S. Courthouse Federalization

WHEN: Wednesday, August 10, 2022 at 1 p.m. PDT

WHERE: Rotunda of the Union Station U.S. Courthouse, 1717 Pacific Ave., Tacoma, WA 98402

WHO:

- Ms. Lisa K. Pearson, Acting PBS Regional Commissioner, GSA's Northwest/Arctic Region (Emcee)
- Robin Carnahan, Administrator, U.S. General Services Administration (Speaker)
- The Honorable J. Richard Creatura, Chief Magistrate Judge, U.S. District Court, Western District of Washington (Speaker)
- The Honorable Catherine Ushka, Deputy Mayor, City of Tacoma (Speaker)
- Ms. Elizabeth Pauli, City Manager, City of Tacoma (Handing off ceremonial key to TUS)

WHY: In 1987, GSA entered into a 35-year lease agreement with the City of Tacoma to use Union Station as a U.S. Courthouse, housing judges of the United States District Court for the Western District of Washington. At the end of the lease term, GSA was given the option to purchase the property from the City for \$1. GSA is choosing to exercise the option to purchase the building.

Schedule of Events

12:00 p.m.	VIP Tour of Tacoma Union Station Rotunda
12:30 p.m.	VIP Meet and Greet Courtroom of Judge Estudillo
1:00 p.m.	Tacoma Union Station Federalization Event Rotunda
*Immediately following Event	Media Interviews with Speakers Rotunda
2:00-4:00 p.m.	Community Open House Rotunda & Concourse

Press Plan

Media advisory and news release will be sent to the following regional media and contacts in the Tacoma/Seattle area.

Media Advisory

For Immediate Release
August 8, 2022

Contact: Christi Chidester Votisek
christina.chidester@gsa.gov
253-931-7127

Federal, City Leaders to Celebrate Historic Transfer of Tacoma Union Station U.S. Courthouse

TACOMA, Wash. — The Administrator of the U.S. General Services Administration (GSA), Robin Carnahan, will join officials from the city of Tacoma, the U.S. District Court, Western District of Washington, and community leaders on Wednesday, August 10, for an event celebrating the transfer of ownership of the historic Union Station from the city of Tacoma to the federal government.

In 1987, GSA entered into a 35-year lease agreement with the city of Tacoma to use Union Station as a U.S. Courthouse, housing ten courtrooms and judges of the U.S. District Court for the Western District of Washington. At the end of the lease term, GSA was given the option to purchase the property from the city for \$1 and will continue its ongoing stewardship.

WHAT: Tacoma Union Station U.S. Courthouse Federalization

WHEN: Wednesday, August 10, at 1 p.m.

WHERE: Tacoma Union Station U.S. Courthouse Rotunda
1717 Pacific Ave., Tacoma, WA 98402

WHO:

- Robin Carnahan, Administrator, U.S. General Services Administration
- Retired U.S. Congressman Norman D. Dicks
- Chief Magistrate Judge J. Richard Creatura, U.S. District Court, Western District of Washington
- Lisa K. Pearson, Acting Public Buildings Service Regional Commissioner, GSA's Northwest/Arctic Region
- Catherine Ushka, Deputy Mayor, city of Tacoma

REQUIRED: Please contact Christi Chidester Votisek at christina.chidester@gsa.gov by 3 p.m. on August 9 if you would like to attend. Members of the press are asked to arrive by 12:40 p.m. for check-in.

All visitors must show a photo ID to enter the building. Masks are required inside Union Station.

ADDITIONAL INFORMATION: This event is by invitation only and is not open to the public. A Community Open House, which is open to the public, will be held in the Rotunda from 2-4 p.m. For more information, please see <https://TUSOpenHouse.eventbrite.com>.

###

About GSA: GSA provides centralized procurement and shared services for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet, overseeing approximately \$75 billion in annual contracts, and delivering technology services that serve millions of people across dozens of federal agencies. GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. For more information, visit GSA.gov and follow us at [@USGSA](https://twitter.com/USGSA).

News Release

Press Release
U.S. General Services Administration
Northwest/Arctic Region

For Immediate Release
August 10, 2022

Contact: Christi Chidester Votisek
christina.chidester@gsa.gov
253-931-7127

Federal, City Leaders Celebrate Historic Transfer of Tacoma Union Station U.S. Courthouse

TACOMA, Wash. — On Wednesday, August 10, the U.S. General Services Administration (GSA) hosted an event in the rotunda of the historic Union Station to celebrate the transfer of ownership of the property from the city of Tacoma to the federal government. GSA Administrator Robin Carnahan, retired U.S. Congressman Norman Dicks, Tacoma Deputy Mayor Catherine Ushka, and Chief Magistrate Judge J. Richard Creatura of the U.S. District Court for the Western District of Washington, spoke about the importance of Union Station in Tacoma's history, and the federal government's renewed commitment to its future in the community.

"The historic Tacoma Union Station is an iconic landmark building that connects the community of the region to its rich history," **said GSA Administrator Robin Carnahan.** "GSA is honored to continue our decades-long partnership with the city by taking stewardship of this property to ensure it continues serving the public and our federal courts for many years to come."

"We proudly commit ourselves to 'equal justice for all.' This Union Station Courthouse and those who work in it have now served that singular purpose for more than thirty years, and we look forward to another 100 years in this historic building," **said Chief Magistrate Judge J. Richard Creatura of the U.S. District Court for the Western District of Washington.**

In 1990, GSA entered into a 30-year lease agreement with the city of Tacoma to use Union Station as a U.S. Courthouse, housing ten courtrooms for judges of the U.S. District Court for the Western District of Washington. GSA exercised an option to purchase the property from the city of Tacoma for \$1 at the end of the lease term and will continue its ongoing stewardship.

Following the remarks, Tacoma Deputy Mayor Catherine Ushka presented GSA Administrator Carnahan with a ceremonial key to the building.

###

About GSA: GSA provides centralized procurement and shared services for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet, overseeing approximately \$75 billion in annual contracts, and delivering technology services that serve millions of people across dozens of federal agencies. GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. For more information, visit GSA.gov and follow us at [@USGSA](https://twitter.com/USGSA).

Social Media

[R10 Facebook](#)

[R10 Twitter](#)

Related Accounts:

Administrator Carnahan [Twitter](#)


City of Tacoma [Facebook](#) [Twitter](#) [Instagram](#)

FAQs

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Is the public invited to the celebration?

To celebrate Union Station joining the federal real estate portfolio, GSA is inviting members of the public to join us on August 10, 2022 from 2-4 p.m. for an [open house](#).

Reviewed/Approved

Office	Name, date, time
R10- Acting RC	Lisa Pearson, Acting R-10 RC 6-20-17
PBS	See Comment; approved 6/23 Pam Dixon
OCIA	
OSC (Cat Langel, Pam Dixon)	

AUBURN COMPLEX COMMUNICATIONS PLAN

Executive Summary

- Inform stakeholders of change from 412-Sale of 75 acres to Property Act disposal of 129 acres and impending tenant agency and GSA moves to leases.
- Articulate benefit of disposal recommendation.
- Inform stakeholders of what this change means to them.
- Manage stakeholder expectations and timelines.
- Address upfront questions and change management issues.
- Call to agencies to partner on moving forward.

Target Audiences

- GSA Employees & Contractors
- SSA Employees & Contractors
- FPS Employees & Contractors
- Other Agencies (DHA Tricare, SBA)
- Day care center provider/families (Bright Horizons)
- Real Estate Community (developers, landlords, construction entities, joint ventures, etc)
- City of Auburn, WA
- Auburn community (Boeing, BNSF, UPRR, etc.)
- Local/Regional Media
- Elected officials/Congressional Delegation
- General Public
- Native American Tribal Organizations

Schedule for Internal and Stakeholder communications

Monday, June 26 - Update of disposal recommendation to R10 Senior Leadership Team, designated senior staff, Union

- Notification through in-person meetings, phone calls.
 - **Responsible party:** Acting RA/Acting PBS RC

Tuesday, June 27 - Update of disposal recommendation to R10 PBS Leadership Team

- Notification via email.
 - **Responsible party:** Acting RA/Acting PBS RC

Thursday, June 29 - Update of disposal recommendation to GSA staff, tenants, stakeholders, partner agencies

- Notification through email letter from Acting RA to GSA staff.
 - **Time: 9 a.m.**
 - **Responsible Party:** Comms team, Acting RA
- Notifications to tenants.
 - **Time 9:30 a.m.**
 - **Responsible Party:** Comms team, Acting RC
- Notification to stakeholders via email/letter.
 - **Time: 10 a.m. +**
 - **Responsible Party:** Comms team, Acting RA, Acting RC, Planning Division Director
- Media relations as needed if media contacts GSA.

TBD (based on availability) - In-person meetings with City of Auburn, SSA Leadership, FPS Leadership

- **Responsible Party:** Acting RA, Acting RC, Planning Division Director, Comms Team

Wednesday, July 12 - GSA staff town hall with Acting RA to address questions.

- Insite page would also be established at this point to keep staff informed of progress of disposal. **Time: 1:30 p.m. Auburn R10 cafeteria**

TBD Pending Favorable Disposal Decision:

- Press release
- Social Media announcement
- Formal notification to tenant agencies
- Notification to Congressional Delegations/Elected Officials
- Go live with external web pages

Ancillary communication tasks:

- Subsequent R10 Leadership Monday Morning Meetings (MMM): Standing agenda item
- Send out regular updates under banner of Leadership Message with subject line as “Auburn Federal Complex Update” followed by subject title as needed
- Prepare information for web pages
 - Questions/Answers
 - Site photos
 - Place Leadership Bulletin Update Messaging
 - Insite (internal website)
- Advertise/encourage use of EAP/Worklife4you to help deal with stress, daycare problems

Disposal Recommendation Key Messages/Talking Points - General

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Disposal Recommendation Key Messages/Talking Points - Stakeholder Specific

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EXTERNAL COMMUNICATIONS IF/WHEN DISPOSAL IS APPROVED

Media Plan

- Press release to regional media (after congressional and agency notifications are completed). Regional media outlets will be contacted proactively about this disposal including:
 - All four Seattle TV stations
 - KING5
 - KIRO
 - KOMO
 - KAYU
 - Seattle Times
 - Puget Sound Business Journal
 - Tacoma News Tribune
 - Seattle Office of Reuters and Associated Press
 - KPBX radio
 - others to be identified
- Coordinated social media posts.

Communication and Marketing Tactics

- Traditional media
 - Newspapers
 - Press Release
 - Media kit
 - This could be the Invitation For Bid (IFB)
 - Open house (GSA in conjunction with City of Auburn to help answer questions)
 - Q&A section
 - Tour of area
- Web - Content for web pages will mimic content in press release
 - Target Websites:
 - Dedicated website for sale of property
 - Link will be supplied on GSA Sale Website for sale of

property

- GSA Sale Website for sale of property

- Social Media

Facebook sample post (including photo of land)

GSA announces the Auburn Federal Complex no longer meets the needs of the federal government and will sell the 129-acre site via public auction..

Twitter sample post (including photo of land)

GSA announces the Auburn Federal Complex no longer meets federal needs and will sell the 129-acre site via public auction.

Goals: Use social media to support overall communication efforts. Specifically:

- Regular posts on all platforms (Facebook, Twitter, Instagram) to update project status.
- Inform interested parties using social media of any changes to project.
- Provide a resource for interested parties to find contact information for those associated with the project.
- Provide the media a consistent source from which they can pull information about the project and its current status.

Evaluation

- GSA will track web traffic to dedicated site
- GSA will track incoming contacts about project and note the contact's question.
- GSA will monitor and track all media coverage of project
- GSA will track all social media posts and responses to posts (Facebook, Twitter, Instagram)

DRAFT Press Release



For Immediate Release -- Date TBD

Contact: Chad Hutson 253-561-8477
chad.hutson@gsa.gov

GSA To Sell 129-Acre Federal Complex in Auburn, WA

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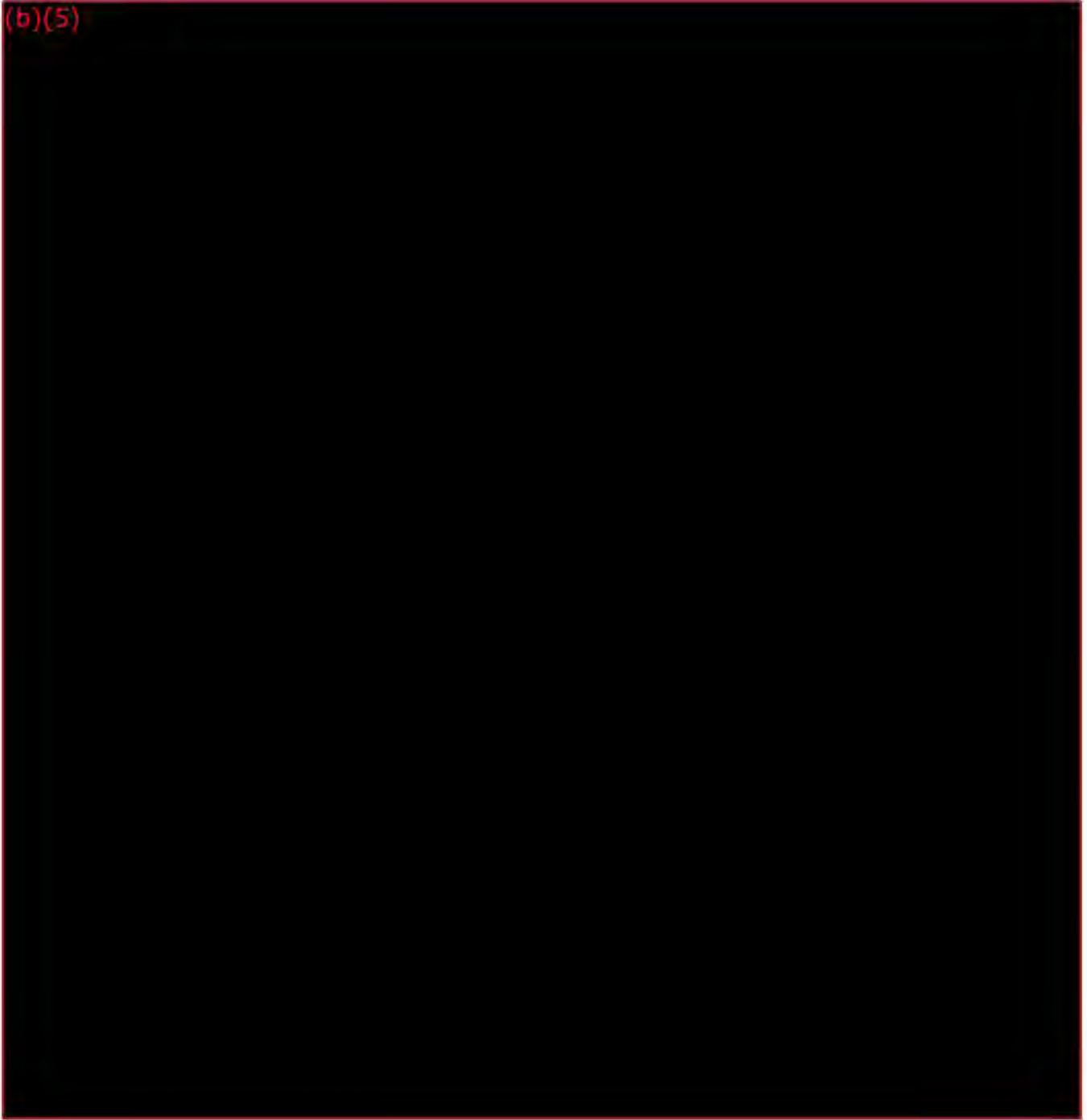


#####

DRAFT Congressional Correspondence



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The U.S. General Services Administration (GSA) Region 10 will dispose of the 129-acre Auburn Federal Complex. After assessing the economic viability of maintaining the property and aging buildings, it was decided this is the best solution for tenants, the federal government, and the American taxpayers.

GSA will now begin exploring the best option for disposal of the property, which could take several months.

When a decision is made on the disposal process, GSA will make another announcement.

(link to website featuring the press release and aerial photo of site.)



About the Parcel:

The Auburn Federal Complex is currently 129 acres of land located one mile south of the downtown of the City of Auburn. The complex includes a total of 15 buildings (6 warehouses, 3 offices, Childcare, and numerous outbuildings) with more than 1.7 million rentable square feet.

In 1943 the US Army purchased 435 acres of farmland. The Army improved the land with over 20 dry storage warehouses used to process supplies and other considerations for the WWII effort. In 1962 GSA took ownership of a 177 acre portion with multiple WWII vintage warehouses and three 'newer' 1950 era warehouses, an administration office building and a water tower. The remaining US Army property was sold to private developers.

During the 1990's the GSA donated land to the City of Auburn for use as a park and a school bus depot. In 2006 another 8.4 acres portion was donated to the City of Auburn for a municipal fire training center.

In the winter of 2012 an ice storm caused truss damage to all six of the 1944 era warehouses. Damage was incurable for continued safe warehouse use. Emergency repairs were implemented for life-safety purposes, but most occupants were eventually moved to leased warehouse space. Truss repairs were made to one warehouse whose function had been recently converted to an office.

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Milestone	Estimated Days to Complete
Central Office Approval of Disposal Action	90 Days
Report of Excess Acceptance	30 Days
Federal Screening	30 Days
Housing and Urban	30 Days

Development Suitability Determination	
Homeless Screening	60 Days
Surplus/Public Body Screening	30 Days
Public Sale via Online Auction (if available)*	TBD
Award Property to Successful Bidder	TBD
Estimated Conveyance Date/Close of Escrow	TBD

* Assumes no expression of interest from homeless providers or public bodies.

AGENCY/STAKEHOLDER CONTACT TRACKER

Agency/ Stakeholder	Who?	How?	What? (topic)	Date	Done?
Milestone 1: Disposal recommendation - submission of the DRR					
SSA	Stanley Friendship	Phone Call with Chaun	Heads up - Disposal recommendation	5/26/17	Y
FPS	Gabe Russell	Phone Call with Lisa	Heads up - Disposal recommendation	5/26/17	Y
GSA	R10 Senior Leadership	MMM	Heads up re: recommendation and all-staff email coming later in the week	6/26/17	Y
SSA	Kevin Rack, Vikash Chhagan, Bill Dingus, Ted Dye	Phone Call with Lisa	Heads up re: recommendation and email coming later in the week	6/27/17	Y
FPS	Gabe Russell	Email from Lisa	Heads up re: recommendation and email coming later in the week	6/27/17	Y
GSA	PBS PLT	Email from Lisa	Heads up re: recommendation and email coming later in the week	6/27/17	Y
GSA	All Auburn-based staff	Email from Chaun	Recommendation to dispose of Auburn complex	6/29/17	Y
City of Auburn	Mayor Nancy Backus	Phone Call from Chaun	Recommendation to dispose of Auburn complex	6/29/2017 after 0930	Y
GSA	GSA Auburn Meeting	Chaun	Q&A Session with staff to answer questions about Auburn Disposal	7/12/2017	



U.S. General Services Administration



Prepared By: Traci Madison (R9) and Lauren Isaksen (R10)
Position: Communication Specialists
Date: September 16, 2016
Version No: v2

Concurrences:

Key reviewer/approver	Date
Page Doane	
Stuart Burns	
Michael Gelber	

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Purpose

This plan will communicate the results of GSA's seismic building review and outline the agency's action plan for the affected buildings. It provides relevant, accurate, and consistent building and project information to stakeholders and other appropriate audiences.

The communication plan provides a framework to manage and coordinate the wide variety of communications that take place during this effort. It also covers who will receive the communications, how the communications will be delivered, what information will be communicated, who communicates, and the frequency of the communications.

Background/History

It is the policy of the United States to strengthen the security and resilience of the Nation against earthquakes, to promote public safety, economic strength, and national security. On February 2, 2016, the Obama Administration issued Executive Order 13717, [Establishing a Federal Earthquake Risk Management Standard](#), to address the resilience of federally owned or operated buildings.

Executive Order 13717 requires:

- Federal government to continue to take proactive steps to enhance the resilience of buildings that are owned, leased, financed, or regulated by the federal government.
- Agencies shall seek to enhance resilience by reducing risk to the lives of building occupants and improving continued performance of essential functions following future earthquakes.
- Agencies are encouraged to consider going beyond the codes and standards set out in this order to ensure that buildings are fully earthquake resilient.
- Each agency that owns an existing federal building shall adopt the [Standards of Seismic Safety for Existing Federally Owned and Leased Buildings](#) (Standards), which are developed, issued, and maintained by the Interagency Committee on Seismic Safety in Construction (ICSSC), as the minimum level acceptable for managing the earthquake risks in that building.

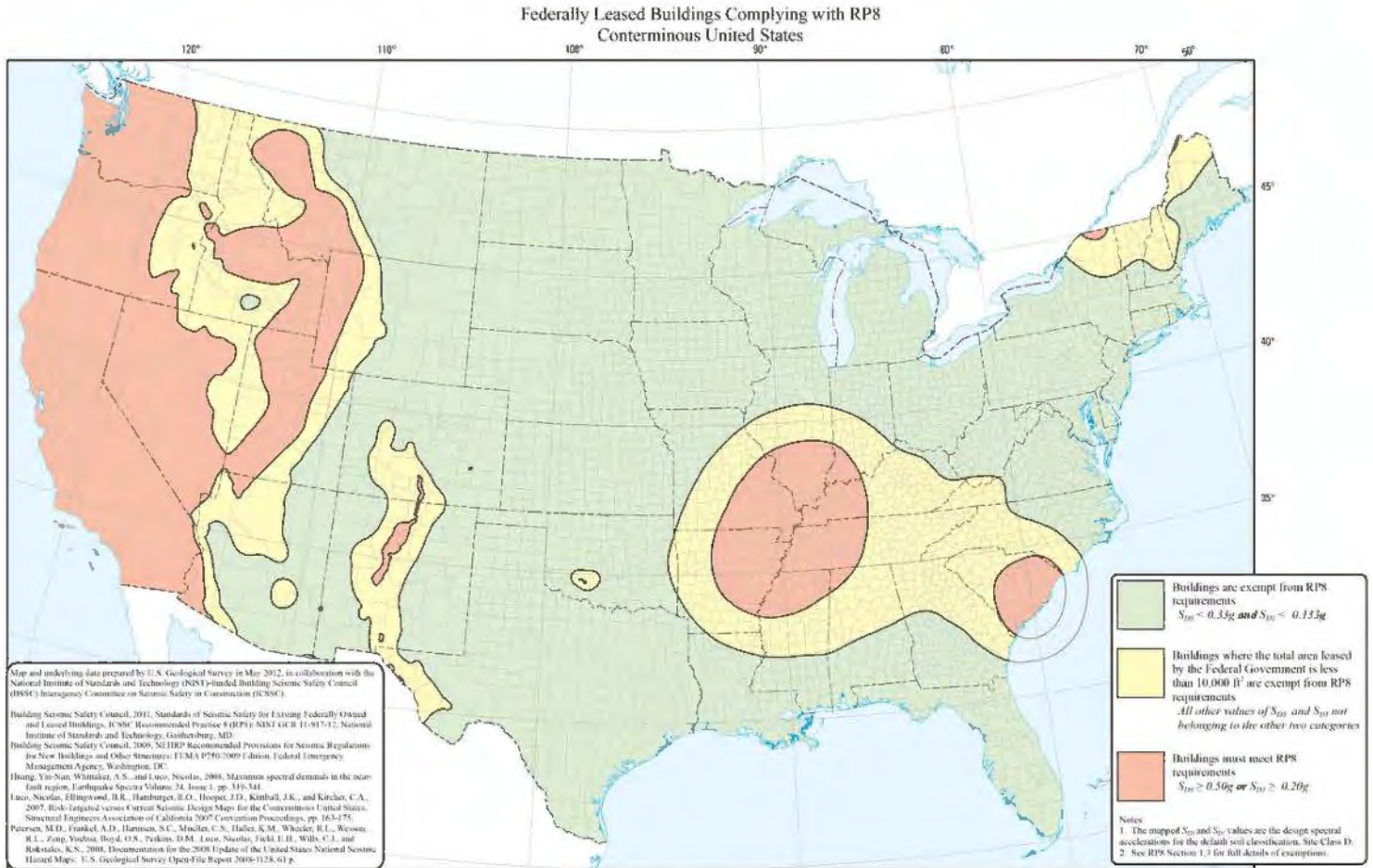
GSA contracted Protection Engineering Consultants, Rutherford and Chekene (R+C) to develop a seismic risk rating (SRR) system to analyze GSA's building inventory in high seismic areas, which includes all of west coast states of Washington, Oregon, and California. As a part of the SRR System development, 71 buildings were selected to test and calibrate the system. R+C issued their report on March 31, 2016, proposing the SRR system based on the [HAZUS AEBM](#) methodology. GSA intends to rate all the remaining buildings (approx. 110) in high seismic areas in FY 2017 to identify those not meeting the Standards of Seismic Safety For Existing Federally Owned and Leased Buildings ICSSC Recommended Practice 8 (RP 8). GSA will also perform 48 ASCE 41 seismic evaluations.

(b)(5)

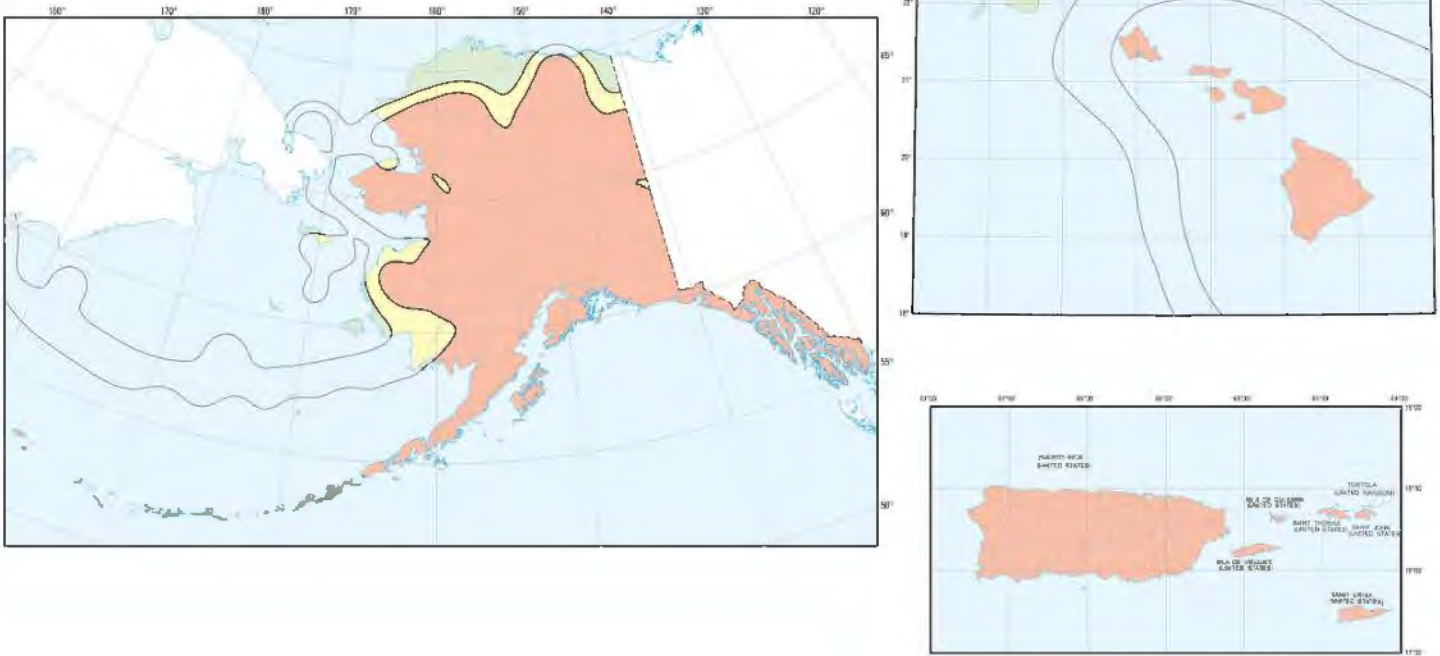


Seismic Risk Area Maps

High seismic areas are highlighted in red. A full size version of this document is available for [download here](#).



Federally Leased Buildings Complying with RP8 Alaska, Hawaii, and Puerto Rico



Crisis Communications Principles

1. Focus on the needs of your customer
2. Make a commitment to effectively communicate
3. Make communication an integral part of planning and operations
4. Be transparent in your communications
5. Ensure information is accurate
6. Release information in a timely manner
7. Make key staff and technical experts available and accessible
8. Create an emotional connection with your audience
9. Develop a partnership with media

Communication Objectives

This Communications Plan identifies the areas of all stakeholders' concerns so that we may create a detailed approach to how we will actively address the concerns.

In addition, the Communications Plan clearly outlines the party(ies) responsible for delivery of the communications, the communications channel through which the message is relayed, the key stakeholders that the plan will be

communicated to, and the timeline for delivery. This Plan serves as a checklist to ensure that the appropriate communications are being delivered in a timely and consistent manner.

Communication Goals

1. Clarify GSA's position and plan to address seismic risk
2. Establish clear paths for communicating seismic risk and action plans
3. Provide standardized information so that regional POCs can communicate better with tenant agencies

Tactics

- Notify tenant agencies (nationally/regionally) of GSA's seismic risk rating (SRR) system and initial findings via meetings, phone, letter, and/or email.
- Provide tenants updates on GSA's building specific action plans (e.g. feasibility study, retain and retrofit, or other actions as required)
- Develop [talking points](#) for stakeholder and tenant communications (program & building specific)
- Create and maintain a [frequently asked questions](#) list (program & building specific)
- Craft a reactive [media statement](#)
- Create GSA [Seismic Rating Presentation](#) for use in communicating with tenant/stakeholder agencies
- Promote National Preparedness Month Campaign that emphasizes earthquake preparedness

SWOT Analysis

SWOT, which stands for strengths, weaknesses, opportunities and threats, serves as an analytical framework that helps evaluate the project, program and/or organization's greatest challenges and find its most promising solutions. In a business context, the SWOT analysis helps organizations to identify both internal and external influences. For the purposes of this communications plan the SWOT's primary objective is to help GSA personnel at all requisite functional levels develop a full awareness of the factors involved in managing expectations for agencies, tenants, and the general public in GSA owned/managed buildings in high seismic areas.

<p><u>Strengths (Internal Core Competencies)</u> Multi-disciplinary team Uniform communication plan across all channels History managing facility challenges</p>	<p><u>Weaknesses (Internal Challenges)</u> Employee Morale Perception of personal safety Union Acceptance</p>
<p><u>Opportunities (External Unmet Needs)</u> Develop long-term plan for federal assets Maximize financial return to government and taxpayers</p>	<p><u>Threats (External Challenges)</u> Political Time Funding OMB approval Union Acceptance Congressional authorization/appropriation Past decision-making process</p>

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Key Milestone Events

Milestone	Schedule	Status
Executive Order 12941, Seismic Safety of Existing Federally Owned or Leased Buildings	12/1/1994	Superseded
GSA contracted Protection Engineering Consultants, Rutherford and Chekene (R+C) to develop a seismic risk rating (SRR) system	Fall 2015	Completed
Executive Order 13717, Establishing a Federal Earthquake Risk Management Standard	2/2/2016	Completed
GSA Seismic Risk Rating (initial building test group)	3/31/2016	Completed
GSA Senior Leadership situation brief		
Draft Communications Plan template distributed for review		
Target approval date		
Template Rolled Out to Regional Teams		
GAO Report Releases	Published: August 31, 2016 Public Release: September 22, 2016	Title: Additional Actions Needed to Identify and Mitigate Risks to Federal Buildings and Implement an Early Warning System
Seismic Risk Rating (SRR) assessment contract (awarded for remaining buildings in high seismic areas)	FY 2017	
SRR Report Findings Completed	FY 2017	

Communication Message Matrix

The following communications matrix outlines the targeted audiences, the key communication messages to be delivered, the information delivery method, the communicator, and delivery frequency. The matrix serves as a script for message delivery. The tools used and how the message is delivered will vary from project to project. The matrix helps encourage diversity among the communications methods used to reach as many of the target audience as possible to deliver the desired communication messages. The preferred tools and communications methods should be those in which the receiving group (target audience) will have the best chance for comprehending what you and your stakeholders wish to communicate. Keep the target audience in mind when developing the communication content, and the method in which it will be delivered. Methods that offer opportunities for people to ask questions or provide feedback provide real value for your audience. The matrix will be used throughout the communications process, but more heavily at the regional level as the process proceeds.

Communications Matrix

Timing	Target Audience	Messaging	Notes
<p>Wednesday, Oct 19, 9 am ET/6 am PT</p> <p>**Preview this note with GSA folks; send note after calls with GSA staff (see next items)</p>	<p>Department/HQ Leadership</p>	<p>“Seismic Strategy”</p> <ul style="list-style-type: none"> - Standard program with building specific particulars; we will be communicating with local staff about the local impact of the national strategy - In accordance with have tested an assessment/rating process (“seismic risk rating” or SRR) in specific geographic areas (The Study). Initial review conducted on the west coast (California, Washington and Oregon); and GSA plans to apply this assessment/rating process in other geographic areas - “We aren’t just testing/studying, we plan to do something about what we find” GSA is examining future strategies and funding for each exceptionally high risk (EHR) building and will determine if the building will be retained and retrofitted, or GSA will partner with impacted customers to find alternative space. 	<p>Messenger: Stuart Burns</p> <p>Partners: Steve Sakach/ Willie Hirano</p> <p>Messaging delivery: through email and networking.</p> <p>Frequency: Initial; update 1 week following final stakeholder briefing</p> <p>Benefits:</p> <ol style="list-style-type: none"> (1) Ensure awareness (2) Elicit buy in (3) Ensure commitment to consistent application across the organization <p>Notes: Initial email over Stuart’s signature</p>
<p>Tuesday, Oct. 18, 2 pm ET/11 am PT</p>	<p>PBS in Regions 8, 9 and 10, Facilities Management</p>	<ul style="list-style-type: none"> - Sampling of buildings in your area that were studied - Have tested an assessment/rating process (“seismic risk rating” or SRR) in specific geographic areas (The Study). Initial review 	<p>Messenger: Stuart Burns, Steve Sakach</p> <p>Partners: Willie Hirano</p>

	/Real Property Management/Leasing (especially those in EHR buildings)	<p>conducted on the west coast (California, Washington and Oregon); and GSA plans to apply this assessment/rating process in other geographic areas</p> <ul style="list-style-type: none"> - “We aren’t just testing/studying, we plan to do something about what we find.” GSA is examining future strategies and funding for each exceptionally high risk (EHR) building and will determine if the building will be retained and retrofitted, or GSA will partner with impacted customers to find alternative space. - You (GSA facilities managers) are responsible for informing employees in the affected properties (*OSC will collaborate with regional teams to help provide information & materials; OSC staff in regions are available to help plan those information activities and answer questions) - You should anticipate questions and concerns - share with Page Doane for tracking and responses 	<p>Messaging delivery: Following email, Teleconference and/or video conference (telepresence/Meeting Space)</p> <p>Frequency:</p> <ul style="list-style-type: none"> - Initial 1 day following email - Follow up in 30 days with any info following tenant info sharing - Additional updates as needed. <p>Benefits:</p> <ol style="list-style-type: none"> (1) Ensure awareness (2) Elicit buy in (3) Ensure commitment to consistent application across the organization
<p>Tuesday, Oct. 18, 3 pm ET / 12 pm PT</p>	All Regions	<ul style="list-style-type: none"> - Initial sampling of buildings in target geographic area were studied - Have tested an assessment/rating process (“seismic risk rating” or SRR) in specific geographic areas (The Study). Initial review conducted on the west coast (California, Washington and Oregon); and GSA plans to apply this assessment/rating process in other geographic areas - “We aren’t just testing/studying, we plan to do something about what we find.” GSA is examining future strategies and funding for each exceptionally high risk (EHR) building and will determine if the building will be retained and retrofitted, or GSA will partner with impacted customers to find alternative space. - You should be prepared to respond to questions from occupants in your properties (OSC will collaborate with regional teams to help provide information & materials) - You should anticipate questions and concerns - share with Page Doane for tracking and responses 	<p>Messenger: Stuart Burns, Steve Sakach</p> <p>Partners: Willie Hirano</p> <p>Messaging delivery: Following email, Teleconference and/or video conference (telepresence/Meeting Space)</p> <p>Frequency:</p> <ul style="list-style-type: none"> - Initial 1 day following briefing of R8, 9, & 10 - Additional updates as needed.
As appropriate	Elected Officials	<ul style="list-style-type: none"> - Sampling of buildings in target areas were studied - Have tested an assessment/rating process (“seismic risk rating” or SRR) in specific 	Page Doane responsible for coordinating with OCIA

		<p>geographic areas (The Study). Initial review conducted on the west coast (California, Washington and Oregon); and GSA plans to apply this assessment/rating process in other geographic areas</p> <ul style="list-style-type: none"> - “We aren’t just testing/studying, we plan to do something about what we find.” GSA is examining future strategies and funding for each exceptionally high risk (EHR) building and will determine if the building will be retained and retrofitted, or GSA will partner with impacted customers to find alternative space. 	
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A blank template for a communication matrix can be found in the [Communication Resources Document](#).

General Talking Points

- GSA provides healthy, safe, and sustainable environments in our federal buildings and works closely with our tenants when concerns arise.
- GSA is evaluating the agency's buildings in high seismic areas.
- The March 2016 Seismic Rating Report prioritized GSA facilities based on relative seismic risk and includes low priority, high priority, and exceptionally high risk designations. GSA is taking steps to address those with the highest risk ratings.
- GSA is taking steps to make the necessary upgrades as soon as possible, balancing the need for safety and resources.
- The safety of those working in the building is GSA's paramount concern.
- The ability for the tenant agencies to perform their mission is also a high priority.
- Seismic mitigation is not required by the Standards of Seismic Safety for Existing Federally Owned and Leased Buildings ICSS RP8) [1] until a trigger is setoff. Such triggers include, but are not limited to; a major renovation, or an increase up in the building use, a changeup in the buildings function, or the building is designated exceptionally high risk (EHR).
- The RP8 philosophy, with the use of triggers, is to perform seismic mitigation when decisions are made that significantly extend the life of the building.
- GSA is currently assessing the remaining building in high seismic areas and developing plans to mitigate risks of the exceptionally high-risk buildings.
- GSA is also implementing a Comprehensive Seismic Safety Program which include non structural work, hazard inspections, and response training.

Expanded talking points for stakeholder communications [can be found here](#).

Media Statement

The U.S. General Services Administration (GSA) is taking steps to enhance the resilience of its federal building portfolio and recently adopted a new methodology to evaluate the agency's building inventory in high seismic areas. An initial application of the assessment methodology will be conducted in the west coast states of Washington, Oregon, and California. GSA is currently working to evaluate all owned buildings in these areas and will address seismic issues on known exceptionally high risk buildings.

As the federal government's landlord, GSA practices secure and safe building design and construction however, as building codes change, so do seismic requirements.

GSA has made it a priority to review our inventory and will identify required steps to ensure its facilities are in compliance with the Standards of Seismic Safety for Existing Federally Owned and Leased Buildings Interagency Committee on Seismic Safety in Construction Recommended Practices 8 and the President Obama's Administration's Executive Order 13717, [Establishing a Federal Earthquake Risk Management Standard](#) dated February 2016. GSA is taking steps to make the necessary upgrades as soon as possible, balancing the need for safety and resources.

Since 1990, GSA has completed at least 76 seismic retrofit projects. Major seismic retrofits are funded as part of the GSA capital construction program budget process, which must be authorized and appropriated by Congress.

On Background

GSA does not own leased facilities and as such the federal government can not directly pay for seismic upgrades. Instead, when leases expire, GSA seeks to competitively procure new space consistent with the latest standards, including seismic standards.

Frequently Asked Questions (for GSA Project Teams)

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An example of frequently asked questions for tenants can be [found here](#).

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Building Specific Data

Frank E. Moss Courthouse
Salt Lake City, UT

Moss Courthouse Communications Plan August 2016

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

The Frank E. Moss U.S. Courthouse is a historic landmark located in the Central Business District of Salt Lake City, County of Salt Lake. In 1978, it was listed on the National Register of Historic Places and remains as the oldest building in the Exchange Place Historic District. The Moss, located four blocks from the Wallace F. Bennett Federal Building, shares a single city block with the new Salt Lake City U.S. Federal Courthouse.

The majority of the building has traditionally been occupied by the District Courts and related agencies who vacated the building in April of 2014 to move to the new Courthouse that opened next door. The only major tenant remaining was the Bankruptcy Courts. GSA appropriated \$15 million in the FY 2014 budget to provide backfill space build outs for several agencies currently in leased space starting in 2015 with the majority of backfill happening in 2017 and 2018. The building is not LEED certified.

The Moss Courthouse currently has two major tenants:

- [HHS opened a satellite office](#) in Salt Lake City in temporary space with the goal of being fully staffed with about 100 employees by December 2016.
- The U.S. Bankruptcy Court occupies the 3rd Floor (offices and courtrooms) with the exception of minimal vacant space. The Bankruptcy Court has approximately 60 employees. As leases expire, GSA planned to occupy remaining space with additional federal agencies.
- International Trade Administration currently resides in swing space in the Moss, waiting on buildout of permanent space with the FY 2014 project.
- The U.S. Tax Court stores items in the basement of the Moss.
- National Agricultural Statistics Service is a current tenant in the Moss. NASS already has permanent space and is not part of the FY 2014 project.
- The U.S. Marshalls are also a current tenant in the building, as it supports the operations of the Courts (Bankruptcy and Tax Court) assigned in the building.

GSA Plan

TBD

Regional Talking Points

- The Moss building was built before seismic codes were created. EO 13717 is written to improve the seismic resistance of the federal building inventory. Buildings the age and type of construction as the Moss Courthouse in high seismic area are not expected to meet the EO, but to be a priority for seismic evaluation.
- No structure can be entirely immune to natural threats. The Moss building was built before seismic codes were created and EO 13717 is written to improve the seismic resistance of the federal building inventory. As building codes change, so do seismic requirements and it is a priority for GSA to review what is required to get its facilities up to seismic standards.
- For any questions, please contact G.W. Emge, GSA Design and Construction Director at (303) 236-2986 or email him at gw.emge@gsa.gov.
- GSA has an Occupant Emergency Plan for each of its buildings. You may obtain a copy from your building manager.
- Learn what to do in a seismic event. See FEMA's Ready website: <https://www.ready.gov/earthquakes>

FAQs

(b)(5)



Forest Services Building
Ogden, UT

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building FHR, Action Plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the Forest Services Building not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

James A. Redden U.S. Courthouse
Medford, OR

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building EHR, Action plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the James A. Redden U.S. Courthouse not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

Gus J. Solomon U.S. Courthouse
Portland, OR

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building EHR, Action plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the Gus J. Solomon U.S. Courthouse not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

Hawthorne Federal Building
Hawthorne, CA

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building EHR, Action plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the Hawthorne Federal Building not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

Tacoma Union Station
Tacoma, WA

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building EHR, Action plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the Tacoma Union Station not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

Federal Center South Bureau of Indian Affairs Building
Seattle, WA

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building EHR, Action plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the Federal Center South Bureau of Indian Affairs Building not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

Chet Holifield Federal Building
Laguna Niguel, CA

GSA Team & Resources

Name	Division	Role	Contact	Responsibilities

Building Overview/History

GSA Plan - TBD

Regional Talking Points

(Should include: Information on what makes the building EHR, Action plan if known/projected timeline at a minimum)

Building Specific FAQ

- Is the building safe?
- What are the primary concerns with the building's seismic resistance system?
- What are the next steps for GSA?
- Is there danger to the tenants now?
- With what strength earthquake would the building fail?
- Why does the Chet Holifield Federal Building not meet EO 13717?
- What would need to be done to meet EO 13717?
- What are the primary concerns with the building's seismic resistance system?
- How fast can the work be finished?
- Do we have the funding to seismically retrofit all the buildings that require work?
- What should the tenants do in the meantime?

Definitions

The following are definitions of terms, abbreviations and acronyms used in this document.

Term	Definition
GSA	General Services Administration
PBS	Public Buildings Service
SRR	Seismic Risk Rating
OMA	Office of Mission Assurance (GSA agency-wide leadership and coordination for emergency management and security policy)
GAO	Government Accountability Office
High Seismic Risk	
RP 8	Standards of Seismic Safety for Existing Federally Owned and Leased Buildings ICSSC Recommended Practice 8
DHS	Department of Homeland Security
FPS	Federal Protective Service

Monitor and Evaluate

Feedback mechanisms that will be initiated to capture the effectiveness of communication plan. Not only will this help evaluate the success of the current plan, but it will help make continuous improvements.

Methods that can be used include:

- Surveys
- Interviews
- Web Traffic Reporter
- Email open rate

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Document Change Control

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Appendices

Communication Resources

Communication planning resources including Roles and Responsibilities tables and more can be found in the [Communication Resources Document](#).

Seismic Risk Rating System Presentation

More information about the Seismic Risk Rating system can be found in [this presentation](#).

Seismic Risk Area Maps

High seismic areas are highlighted in red. A full size version of this document is available for [download here](#).

Frequently Asked Questions for Tenants

An example of frequently asked questions for tenants can be [found here](#).

Talking Points

Expanded talking points for stakeholder communications [can be found here](#).

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2022 Design Awards Communications Plan

Last Update 2/21/2023

Office	Approved By Initials + Date & Time
GSA Front Office	
PBS Front Office	David Frye, 3/13
OCA	
OSC	Nao provided Initial edits, administrator note still needs clearance 3/7

Included in this plan

[RCC Read Ahead](#) (remarks included)

[Nina Albert's Read Ahead](#) (remarks included)

[Run of Show](#)

[Project Timeline](#)

OSC Communications Channels/ Vehicles

Press Release

Media Advisory

Draft Messaging

Talking Points

Social Media

Web Updates

Current Website Link

<https://www.gsa.gov/real-estate/design-and-construction/design-excellence-program-overview/2022-gsa-design-awards?gsaredirect=designawards>

Design Awards Background

Through its Public Buildings Service, the U.S. General Services Administration (GSA) is the largest public real estate organization in the United States. Mandated to set the highest standards of excellence in design and construction, GSA is also regarded for its

principled leadership in the built environment. The GSA Design Awards recognizes the most outstanding demonstrations of its mission, as well as projects that represent the next generation of achievement. Winning entries exemplify the contributions of designers, artists, and construction professionals to the quality of federal civilian work and local American communities alike.

14th Biennial Design Awards Information

Date: March 15, 2023

Location: Ronald Reagan Building and International Trade Center
1300 Pennsylvania Avenue NW, Washington, DC 20004

Time: 3:00pm- 5:00pm

Event Type: In-Person Speaking Engagement & Live Stream

GSA Principles: GSA Administrator Robin Carnahan (Introducing Keynote), PBS Commissioner Nina Albert (Introducing Robin) Stakeholders

OSC Communications Channels/Vehicles

- Press Release
- GSA external webpage
- Live stream - Details to come
- GSA Flagship Social Media Accounts: [Twitter](#), [LinkedIn](#) and [Facebook](#)
- @GSA_Nina [Twitter](#)
- GSA [YouTube Page](#)
- [PBS Homepage](#) Rotating Feature Block (RFB)
- GSA.gov Event Registration Page (Optional)
- Articles in GSA Today Newsletter (Nationwide)

Design Excellence Program

Overview

Overview

Design Excellence Program

2022 GSA Design Awards

2000 GSA Design Award Winners

2002 GSA Design Award Winners

2004 GSA Design Award Winners

2006 GSA Design Award Winners

2008 GSA Design Award Winners

2010 GSA Design Award Winners

2014 GSA Design Award Winners

2016 GSA Design Award Winners

Design Library

2022 GSA Design Awards

Through its Public Buildings Service, the U.S. General Services Administration (GSA) is the largest public real estate organization in the United States. Mandated to set the highest standards of excellence in design and construction, GSA is also regarded for its principled leadership in the built environment. The GSA Design Awards recognizes the most outstanding demonstrations of its mission, as well as projects that represent the next generation of achievement. Winning entries exemplify the contributions of designers, artists, and construction professionals to the quality of federal civilian work and local American communities alike.

The winning projects will be honored during a ceremony on March 15, 2023 at the Ronald Reagan Building and International Trade Center in Washington, DC. The ceremony will begin at 3:00pm ET in the amphitheater.

RSVP for attendance at the Ceremony

Stay tuned to this page for more information regarding a webcast of the Ceremony.



Contacts

GSA Design Awards

202-841-0601

Last reviewed: 2023-03-23

FY23 Women’s History Month Comms Plan

As of March 8, 2023

Comms Plan Approvals

Office	Name, Date, Time of Approver
OSDBU Comms Team Leads	BB/JB 3/9/2023
CXO	DKR with edits 3/7
OSC	
OSDBU	

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Main Messages	2
Audience Analysis	2
Outreach Activities	3
Timeline	3
Draft Communications	4

Background/Scope

Women-owned businesses have become one of the fastest-growing and most impactful segments of the small-business community. Today, there are more than 12 million women-owned small businesses in the U.S., demonstrating the powerful influence of this segment.

Small businesses, including women-owned small businesses, form the economic foundation of our economy and are a critical component of government purchasing. The federal government sets a goal every year to award 5% of federal contracting dollars to small businesses owned by women -- something it's done for more than 20 years. This goal works to level the playing field in industries where women-owned small businesses and economically disadvantaged women-owned small businesses (WOSB) are underrepresented.

Objectives

- Raise awareness for GSA's strong commitment to women-owned small businesses
- Raise awareness for GSA's training and resources available for women-owned small businesses to do business with the federal government

Main Messages

- GSA has a substantial commitment to our nation's women, veteran, minority and disadvantaged small business entrepreneurs
- GSA makes working with small businesses one of our top priorities because we know they are instrumental to strengthening our nation's economy. During fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level. By giving small businesses a fair shot at the federal marketplace, we're spurring entrepreneurship, innovation, and equitable job growth. And we're giving federal agencies access to America's best, most cutting-edge solutions. GSA is working hard to maximize federal procurement opportunities for women-owned small businesses and economically disadvantaged women-owned small businesses. Small businesses are critical to build back our economy and bring great value to GSA and our partner agencies.

GSA offers video resources, training opportunities and government contracting fact sheets available online for women-owned small business owners that are interested in looking for opportunities in the federal marketplace

Audience Analysis

Audience	Message
GSA employees	<ul style="list-style-type: none"> ● GSA has a substantial commitment to our nation's women, veteran, minority and disadvantaged small business entrepreneurs. ● GSA is working hard to maximize federal procurement opportunities for women-owned small businesses and economically disadvantaged women-owned small businesses. ● For more than 20 years, the federal government has set a goal every year to award 5% of federal contracting dollars to WOSB. ● During fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level. ● Small businesses are critical to build back our economy and bring great value to GSA and our partner agencies. ● By giving small businesses a fair shot at the federal marketplace, we're spurring entrepreneurship, innovation, and equitable job growth. And we're giving federal agencies access to America's best, most cutting-edge solutions.
Public/Media	<ul style="list-style-type: none"> ● GSA makes working with small businesses one of our top priorities because we know they are instrumental to strengthening our nation's economy. ● For more than 20 years, the federal government has set a goal every year to award five percent of federal contracting dollars to WOSB. ● During fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level.

	<ul style="list-style-type: none"> By giving small businesses a fair shot at the federal marketplace, we’re spurring entrepreneurship, innovation, and equitable job growth. And we’re giving federal agencies access to America’s best, most cutting-edge solutions.
Industry	<ul style="list-style-type: none"> GSA is working hard to maximize federal procurement opportunities for women-owned small businesses and economically disadvantaged women-owned small businesses. For more than 20 years, the federal government set a goal of awarding 5% of federal contracting dollars to small businesses owned by women. GSA has consistently exceeded our women-owned small business goal. During fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level. By giving small businesses a fair shot at the federal marketplace, we’re spurring entrepreneurship, innovation, and equitable job growth. And we’re giving federal agencies access to America’s best, most cutting-edge solutions.

Communications/Outreach Activities/Timeline

Office	Tactics	When/Where/Why/How	Additional Information (link to Google document)	Point of Contact
OSC	Blog Post	March 13 gsa.gov/blog	PUBLISHED	BB/JB (CXO)
OSC	Social Media	GSA's social media flagship accounts	March 13 Twitter post	Aaron Pylinski (OSC)

OSDBU	Social Media	OSDBU Twitter	March 1 Twitter post March 8 Twitter post March 13 Twitter post	Yolanda Johnson
OSDBU	Virtual Event	Month of March, 2023	6 Regional matchmaking events	Paul Martin/Judith Stackhouse
OSDBU	Virtual Event	March 23,2023	GSA & U.S. Women's Chamber of Commerce Matchmaking event	Kevin Pope
OSC/Regional Office	Press Release	End of March, 2023	Press Release/Recap of USWCC events/ regional matchmaking events?	Media Affairs

Draft Communications

APPROVED Blog Post

Reviewer	Name, Date, Time of Approver
Plain Language Review	KPS 3/2/23
CXO	DKR with edits 3/7
SME - Carena	CJ with edits 3/7
OSDBU - Exodie Roe	ER 3/8/23
OGC	AEL 3/9/23 @ 11:57 am
OSC (final)	Nao 3/10 1 pm

Publication Date: Week of March 13, 2023 (TBD)

Image:



celebrating
WOMEN'S HISTORY MONTH



Title: How GSA opens the door for women small-business entrepreneurs

Author/Byline: Exodie Roe, Associate Administrator, Office of Small and Disadvantaged Business Utilization

As we celebrate Women's History Month during March, we recognize the contributions of women who have shaped our nation's history. With more than 12 million women-owned small businesses (WOSBs) in the U.S., this segment of entrepreneurs has grown quickly, and routinely demonstrates a huge impact within the small business community. Even so, WOSBs still face barriers to resources and opportunities.

At GSA, we're making progress at reducing those barriers. Women-owned small businesses contribute to our economy's strength and WOSBs are critical to government purchasing. For more than 20 years, the federal government's goal every year has been to award at least 5% of federal contracting dollars to WOSBs, remaining laser-focused on leveling the playing field in sectors where WOSBs and economically disadvantaged WOSBs are underrepresented.

Through our Office of Small and Disadvantaged Business Utilization (OSDBU), we advocate for small businesses, small-disadvantaged businesses, women-owned small businesses, service-disabled veteran-owned small businesses, and small businesses in Historically Underutilized Business Zones.

We do this so small business owners can:

- Meet key contracting experts.
- Learn about the procurement process.
- Receive [training](#).
- Use the [Forecast of Contracting Opportunities Tool](#).
- Learn facts about [government contracting](#).

GSA prioritizes expanding small and small-disadvantaged business opportunities: showcasing small business capabilities, connecting our nation's entrepreneurs with federal procurement experts, and enhancing small business access to federal procurement opportunities. Our teams are working hard to make sure WOSBs and economically disadvantaged WOSBs get the opportunities they deserve in federal procurement.

A healthy small business community helps us meet our strategic goal of creating more opportunities. GSA is uniquely positioned to support small businesses across the nation by helping our federal customer agencies get critical products and services. Also, GSA strives to ensure doing business with us is as flexible and agile as possible by simplifying and streamlining processes.

In FY23 we're:

- Awarding more GSA prime contracts to WOSBs and supporting more subcontract awards to WOSBs, with a goal of at least 5% percent in each category.
- Offering more matchmaking events for increased subcontracting opportunities.

We know the Statutory Federal Small Business Procurement Goals—and we're exceeding them. Last year, we got an A+ from SBA for our FY22 Small Business Procurement Scorecard. That's 12 consecutive years where we've achieved an "A" or higher from SBA for its annual assessment tool. We earned our A+ by meeting important small business contracting goals and showing our commitment to small business participation in federal contracting.

This month, join us and the U.S. Women's Chamber of Commerce for a Virtual Meet & Match:

- Register now to attend our [Meet and Match](#) event to expand your network as a WOSB with GSA prime contractors.
- While this event is focused on WOSBs, all businesses are welcome to attend. To learn more about GSA's commitment to the small business community, visit the [GSA Small Business website](#).

Regional Media Pitch Plan — City Pair Program (CPP) FY22

Office	Approver name	Date/Time approval
OSC Acquisition Branch Chief	Mauresa Pittman	7/19/21, 5:15 p.m.
CPP SME	Mary Gartland	7/20/21 9:21am
CPP SME	Joanna Sibley	7/20/21 9:21 AM
FAS Commissioner's Office	Karen Link	7.21.21

Background

- The [City Pair Program](#) (CPP) was developed to provide discounted air passenger transportation services to federal government travelers.
- CPP was launched in 1980 with 11 markets.
- The CPP contracts are negotiated annually and CPP is one of the largest governmentwide contracts FAS awards. Value of FY22 award is \$1.1B.
- The program is an OMB Government-wide Category Management Best In Class Solution and is utilized by all Federal agencies, including the DOD and Congressional members.
- CPP retained all of the same benefits which are unique to the government; flexibility to book one-way, multi-leg, and round-trip, fully refundable, ability to adjust or cancel flights at no additional cost, not subject to ticketing time limits, no advance purchase, no blackout periods.
- The City Pair Program provides the following core benefits:
 - No advance purchases required
 - No minimum or maximum length of stay required
 - Fully refundable tickets and no charge for cancellations or changes
 - No capacity controlled YCA fare seating. If there is a coach class seat on the plane, the traveler can purchase it
 - No blackout dates
 - Locked-in fares to facilitate travel budgeting

Key Messages

- Under the GSA City Pair Program, airfare rates for official government travel offer a 49.8% discount on comparable commercial fares, providing the best value for the government and the American people.
- GSA's City Pair Program is projected to save more than \$1 billion of taxpayer money in the next fiscal year (starting Oct. 1, 2021).
- GSA's City Pair Program helps agencies meet their missions as official government travel resumes on a larger scale saving taxpayer money.
- The program is utilized by all Federal agencies, including the DOD and *Congressional members. (Congressional members that represent the districts we are pitching to)*

Communications

Current: [Press release](#) dated July 13, 2021

[Recent article](#) dated July 14, 2021

Previous: [Press release](#) dated July 14, 2020

[Press release](#) dated July 15, 2019

[Press release](#) dated July 17, 2018

[Press release](#) dated July 23, 2017

[Press release](#) dated July 29, 2016

Recommended media markets:

Request we have regional PAOs support the rollout with this effort. A national press release was already sent to the Washington, DC area media outlets and some mainstream media. The regional PAOs know their market and can pitch to a number of outlets that Central Office would not have visibility on. Regional markets where the eight airlines who were awarded contracts are:

1. New York City (**Region 2**) for JetBlue Airlines
2. Atlanta (**Region 4**) for Delta Airlines and Fort Lauderdale, FL for Silver Airlines
3. Chicago (**Region 5**) for United Airlines
4. Dallas/Fort Worth (**Region 7**) for Southwest Airlines and American Airlines
5. Honolulu (**Region 9**) for Hawaiian Airlines
6. Seattle (**Region 10**) for Alaska Airlines

Recommended sections in local media market to pitch:

- Government/Political
- Business

Regional PAO contacts:

- Region 2: Robin Croft - deborah.croft@gsa.gov
- Region 4: Adam Rondeau - adam.rondeau@gsa.gov
- Region 5: Tanya Schusler - tanya.schusler@gsa.gov
- Region 7: Tina Jaegerman - tina.jaegerman@gsa.gov
- Region 9: Andra Higgs - andra.higgs@gsa.gov
- Region 10: Chad Hutson - chad.hutson@gsa.gov

Pitch

Dear XX,

The General Services Administration (GSA) recently awarded airfare service contracts to (name of airline). As official federal government travel starts to open up and the economy moves into more of a recovery phase, these contracts will be significant and help save taxpayer money. The GSA City Pair Program is projected to save more than \$1 billion in the next fiscal year (starting October 1, 2021) for official federal government travel.

The program, which started with 11 markets during its launch in 1980, has now expanded to over 12,600 line item markets making it advantageous to both the airlines and the federal government. In fact, it's the single largest strategically sourced procurement for negotiated airline fares in the world!

While there are a number of airlines to choose from, GSA considers the availability of nonstop service, flight availability, total number of flights, price of service and average elapsed flight time as factors when awarding contracts to airlines through the City Pair program.

This is not something the (name of outlet) has covered previously but could be of interest with (name of airline) headquarters being here.

Would you be interested in having an exclusive interview with Federal Acquisition Service Commissioner Sonny Hashmi to talk about this program and its importance more in depth? I would be glad to set one up or provide you with additional information if you're interested in covering it.

XX
Public Affairs Officer
Region X

Measure of effectiveness

- A minimum of one placements in each of the requested media markets, optimum of 2 per market if picked up in other outlets.

Computers for Learning Comms Plan

Office	Approver name	Date/Time approval
OSC Acquisition Branch Chief		
PPM SME		
PPM SME		
FAS Commissioner's Office		

Goal: Highlight the important role the federal government plays in equipping schools and educational non-profits with computers.

Background:

The CFL program assists federal agencies to meet the requirements of Executive Order (EO) 12999, "Educational Technology: Ensuring Opportunity for All Children in the Next Century." The EO directs agencies, to the extent permitted by law, to give highest preference to schools and nonprofit organizations, including community-based educational organizations, (schools and educational nonprofit organizations) with the transfer, through gift or donation, of computers and related peripheral equipment excess to their needs. The CFL program represents an important contribution to EO 12999, which includes making modern computer technology an integral part of every classroom, connecting classrooms to the national infrastructure, providing teachers with the professional development they need to use new technologies effectively, and encouraging the use of innovative educational software.

Key Messaging

- Helping provide technology where it's needed - direct impact (statements/quotes from recipients)
- While GSA doesn't manage the CFL program governmentwide, it does host a CFL website for schools and education nonprofits to view and request available excess computer equipment.
- GSA will be taking the website offline for improvements, however agencies can continue to provide materials for CFL outside of the website.
- **Follow up blog post for April 2022: Promote environmental/climate benefits of the CFL program for keeping technology out of landfills and sharing news the updated website is live.*

Communications

Tactic	Audience	Target Completion Date	Release date	Status	POC/Owner	Notes
Blog: Computers for Kids: How the federal government and Computers for Learning are bridging the digital divide	Industry, other federal agencies, consumer groups for taxpayer savings, National Parent Teacher Student Organizations (PTSOs)	8/3	8/10	In progress	Joanna/Domini	CFL is available across government and one portion of it (the GSA website) will be going offline for an improved user experience and will be back online in Spring 2022.
Regional press releases to showcase the impact of the program	Local media, local communities, regional non-profit and school districts, Regional PTA/PTSOs	8/6	8/11	In progress	Rich	<p>-How there's a federal government program that can provide free hardware (laptops, keyboards, etc.) to schools and non-profit organizations to make an impact for students, senior citizens, etc., who may not have access to these items.</p> <p>-Having testimonials from school/nonprofit recipients to show impact to the community or offer acting regional administrator interviews..Regional PAOs reach out to recipients and identify if they are willing to be interviewed or provide a testimonial on the positive impact of receiving computers/equipment. -- Highlight specific instances, quantity of equipment transferred, value of equipment transferred, impact.</p>
Social Media	Industry, other federal agencies, local media, local communities, regional non-profit and school districts	TBD	post-8/10 and through August		Domini/Joanna/ Rich/PAOs	<p>Date for social media depends on whether the blog or the regional press release is being promoted</p> <p>-Include quotes from people directly impacted by CFL (schools, children, etc...)</p>
Interact post	Other federal agencies participating in CFL	8/6	8/10			if there is an Interact group for PPM, would want to push out a post directing members to read the blog post

Metrics: Within three weeks of publishing:

- Blog post: Minimum of 75 page views
- Social media:
 - Facebook post from main GSA account: Minimum XX% engagement rate
 - Twitter: Minimum XX% engagement rate
 - LinkedIn: Minimum XX ???
- Media hits: Minimum of three regional media hits
- If possible to measure: General increase of registered users with the website

- Interact post

Office	Approver name	Date/Time approval
OSC Acquisition Branch Chief	Mauresa Pittman	7/13/21 6:17 p.m.
FMP Strategy Execution	Ryan Edelstein Jaime Kern	7/14/21 11:31am with edits
Assistant Commissioner for Enterprise Strategy Management	Crystal Philcox	7/15/21 2:54pm - Carolyn Meza for Crystal Philcox
FAS Commissioner's Office	Karen Link	7.21.21

Media Pitch - Federal Marketplace (FMP) Strategy and new FMP Summer 2021 release

Background

The federal marketplace describes how government agencies buy the products, services, and solutions they need to meet their respective missions. GSA provides the acquisition systems and solutions that agencies use to buy what they need to get the job done, while vendors supply the actual goods and services.

The Federal Marketplace (FMP) Strategy is GSA's plan to modernize and simplify the buying and selling experience for customers, suppliers, and acquisition professionals. We want to ensure the Federal Marketplace experience of tomorrow is even better than it is today.

- It helps customers find what they need faster - such as products, services or solutions to meet their mission needs.
- It improves access to opportunities for qualified suppliers while reducing barriers to doing business with the government.
- Empowers the Federal Acquisition Service workforce to spend more time performing the highest value activities and focus on excellence in service delivery.

The newest [video](#) provides an update on our four new areas of focus to organize our work around delivering to stakeholders:

- **Buyer Experience:** Our goal is a consolidated online experience that simplifies market research and helps with acquisition planning by providing easy access to commonly used documents, templates, and pricing resources.
- **Products Marketplace:** We're refining and clarifying GSA's online Product Marketplace offerings to improve customer experience and selection process
- **Services Marketplace:** Improving GSA's services contracts experience for customers, suppliers and acquisition workforce.
- **Supplier Experience:** Helping suppliers determine their best contracting options, consolidating and simplifying catalog management, and reducing burden for suppliers.

Key Messages

- The Summer 2021 release highlights GSA's continued focus on making it easier to do business in the federal marketplace through seven improvements.
- FMP established a solid foundation to transform how products and services are bought and sold with the four cornerstone projects: MAS consolidation, Catalog Management, Commercial Platforms and Contract Acquisition Life-cycle Management (CALM).
- FMP Strategy highlights the improvements to the buying and selling experience for customers, suppliers and acquisition professionals.
- Our GSA Advantage! Boost Strategy improves customer experience by showing more images in the buyers search results so they can feel more confident about their purchases.
- The Verified Products Portal will standardize manufacturer descriptions, pictures, and videos so buyers can be sure what they see is what they get.
- Not only have we consolidated our 24 Multiple Award Schedules (contracts) down to one, Phase 3 is underway and suppliers are requested to provide their consolidation plans by the end of FY21 to complete this task.
- The FMP Strategy is building on that foundation with four areas of focus to make it easier for buyers and sellers to do business together in the federal marketplace:
 - **Buyer Experience:** Our goal is a consolidated online experience that simplifies market research and helps with acquisition planning by providing easy access to commonly used documents, templates, and pricing resources.
 - **Products Marketplace:** We're refining and clarifying GSA's online Product Marketplace offerings to improve customer experience and selection process
 - **Services Marketplace:** Improving GSA's services contracts experience for customers, suppliers and acquisition workforce.
 - **Supplier Experience:** Helping suppliers determine their best contracting options, consolidating and simplifying catalog management, and reducing burden for suppliers.

Communications

Current: [Summer 2021 release](#) was published on July 1.

- Blog (at FAS Commissioner's office for final approval)
- Press release (draft at OSC media affairs team)
- [Video](#) (complete and posted to YouTube)
- Podcast scheduled for July 15 (final approval at FAS Commissioner's office)

Previous rollouts

2019 releases	Summer 2019 release Fall 2019 release
2020 releases	Winter 2020 release Spring 2020 release Summer 2020 release Fall 2020 release

	FMP 2020 retro infographic
2021 releases	Winter 2021 release

Recommended media outlet(s):

1. *FedScoop* - This outlet is a leading tech media brand in the federal government market. They have the capability for 3.6 million monthly unique engagements through their website, newsletter and social media platforms (LinkedIn, Twitter). This is where our audience interested in FMP will look for ways technology can improve government and identify ways to achieve common goals. FedScoop breaks out their content in three critical areas important to GSA: Acquisition; Tech and Modernization. FMP can fit in each of these categories.

a. Key articles:

- i. [Catalog management leads GSA's planned federal marketplace updates for 2021](#) dated March 1, 2021. This article was positive to GSA and the FMP program. Author is Dave Nyczepir.
- ii. [GSA expects Multiple Award Schedule consolidation finished this year](#) dated March 31, 2021. This article was also positive to GSA and the FMP Program. The article highlighted the MAS consolidation with quotes from the PMO Stephanie Shutt. Author is Dave Nyczepir.
- iii. [GSA begins Phase 3 of Multiple Award Schedule consolidation](#) dated August 4, 2020. This article was also positive to GSA and highlights the MAS consolidation with quotes from former FAS Commissioner Jullie Dunne. Author is Dave Nyczepir.

2. *FCW (Federal Computer Week)*: This outlet has strategic features on business management, policy, pending legislation, technology, and profiles of the power players making waves in the federal executive sector. One of their advertising slogans is "If it's worth knowing, it's in FCW." FCW has categories that would work for this release such as: Acquisition; Digital Government; Agency Spotlight. This could also be a good outlet to possibly feature FAS Commissioner Sonny Hashmi. Looking at the 12 articles FCW has done on GSA, there are 11 positive and 1 neutral articles. There are very few relating to the FMP Strategy but what was mentioned is positive. This could be an untapped resource to get our information out there.

a. Key articles:

- i. [Schedule consolidation is paying off](#) dated January 12, 2021. Positive article about MAS consolidation with quotes from former FAS Commissioner Julie Dunne. Author is Mark Rockwell, who is a senior staff writer at FCW. His beat focuses on **acquisition**, the Department of Homeland Security and the Department of Energy.

- ii. [GSA preps launch of OASIS replacement](#) dated December 17, 2020. This article only briefly mentions the FMP Strategy but does cover what OASIS did and when it will phase out. Author is Mark Rockwell.

Pitch 1

Dear Dave Nyczepir,

FedScoop has covered previous releases of the General Services Administration's (GSA) Federal Marketplace (FMP) Strategy and we have just released the Summer 2021 version to highlight new changes to the program. There are three main things to take away from this release:

- Our enhanced catalog management capabilities will ensure:
 - Suppliers can easily add and modify offerings
 - Our GSA workforce can easily access and analyze data
 - Most importantly, our customers can easily search, compare, purchase, and receive offerings that meet their requirements.
- GSA is streamlining and improving how we manage the data associated with more than 60 million products & services offered to the federal marketplace, including those on GSA Advantage!
- Following the consolidation of our 24 Multiple Award Schedules (MAS) down to one, now contractors holding multiple contracts will be able to consolidate those to a single contract for increased efficiency in working with the federal government.

Would you be interested in having an exclusive interview with Federal Acquisition Service Commissioner Sonny Hashmi or Assistant Commissioner for Enterprise Strategy Management Crystal Philcox to talk about this new release more in depth? I would be glad to set one up or provide you with additional information if you're interested in covering it.

Sincerely,
Rich Stebbins
Public Affairs Officer
General Services Administration

Pitch 2

Dear XX,

The General Services Administration (GSA) has published its current summer release for the Federal Marketplace (FMP) Strategy. This program continues to evolve with changes that enhance the buyer's experience. Specific to this release is:

- GSA's continued focus on making it easier to do business in the federal marketplace through seven improvements.
- GSA is streamlining and improving how we manage the data associated with 60+ million

products and services offered to the federal marketplace, including those on GSA Advantage!

- The FMP Strategy is building on that foundation with four areas of focus to make it easier for buyers and sellers to do business together in the federal marketplace:
 - **Buyer Experience:** Our goal is a consolidated online experience that simplifies market research and helps with acquisition planning by providing easy access to commonly used documents, templates, and pricing resources.
 - **Products Marketplace:** We're refining and clarifying GSA's online Product Marketplace offerings to improve customer experience and selection process.
 - **Services Marketplace:** Improving GSA's services contracts experience for customers, suppliers and acquisition workforce.
 - **Supplier Experience:** Helping suppliers determine their best contracting options, consolidating and simplifying catalog management, and reducing burden for suppliers.

I would be glad to set up an interview with Federal Acquisition Service Commissioner Sonny Hashmi or with Assistant Commissioner for Enterprise Strategy Management Crystal Philcox to talk about this new release more in depth. Please let me know if you would be interested in that as well as more information on our FMP Strategy.

Sincerely,
Rich Stebbins
Public Affairs Officer
General Services Administration

Measure of effectiveness

- A minimum of one placements in each of the requested media outlets, optimum of four if picked up in other outlets.

FAS/ITC

Rollout Plan & Internal Notification

*Acquisition Guidance for
Procuring 5G Technology*

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COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

[View 2021 result communications](#)

2022 Communications

Important points

- GSA is ranked #4 among midsize agencies for the second year in a row.
- The National Engagement team is analyzing our scores compared to last year and we will have more in depth analysis by office when the full report is released later this spring
- GSA slipped 1.4% in overall satisfaction compared to the 2021 results

Approvals

<i>Office</i>	<i>Name, Date, Time of Approver</i>
OSC CXO comms lead	
OSC leadership	
OHRM employee engagement lead	
OHRM leadership	
A-suite	

Timeline



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

Date	Action	Notes	Completed (Y/N)
March 30	GSA Leadership message		
	Social		
April 4	GSA InSite and GSA Today	Amplify leadership message	
April 12	Partnership for Public Service Event	Not sure if GSA is attending/receiving any awards – this could be a photo op for external/internal comms	

Leadership Message: 2023

[Administrator Message: GSA Ranks in Top Five Best Places to Work 2023](#)

Internal communications

Distribution: GSA Today/GSA InSite

Targeted Publication date: April 4

Title: GSA's Remains in Top 5 Best Places to Work



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

For the second consecutive year, GSA has been named the 4th Best to Work in the Federal Government for the mid-size agencies by the Partnership for Public Service.

According to initial rankings released March 29 by nonprofit Partnership for Public Service, GSA remained 4th overall in the midsize agencies category. The rankings placed GSA's 2022 employee engagement score slightly above 80 percent out of 100. While this represents a slight decrease from last year's scores, it's still above GSA's five year average. The complete Best Places to Work Rankings will be released on April 12th

The rankings are based on employee feedback from the annual Office of Personnel Management's Federal Employee Viewpoint Survey.

The National Engagement team is analyzing our scores compared to last year and we will have more in depth analysis by office when the full report is released later this spring

2021 results communications

Background: The Partnership for Public Service released its annual Best Places to Work survey results on July 13, 2022.

https://bestplacestowork.org/?_ga=2.149024438.1027945612.1657722067-373773043.1657548724

highlight:

- GSA's rank improved from 6th to 4th overall in the midsize agencies category



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

- GSA is already known for being one of the best places to work for in the federal government.
- In fact, GSA ranked 6th overall in the midsize agencies category on the 2020 Best Places to Work in Federal Government list.
- Overall, GSA scored better across all categories than at any other point in the past eight years.
- GSA has one of the highest survey participation rates in the federal government

Approvals

<i>Office</i>	<i>Name, Date, Time of Approver</i>
OSC CXO comms lead	Jeff Woodworth 7/13
OSC leadership	
OHRM employee engagement lead	Andrea Mitchell 7/13
OHRM leadership	Traci DiMartini 7/13 with comment
A-suite	

Timeline

Comms Channel	Action	Time and date	Notes	Completed (Y/N)
Social media	Tweet photo from the Partnership for Public Service	July 13 in the afternoon	Draft social media postings	yes



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

	Event (Deputy Administrator Kale and CHCO Traci DiMartini attending)			
Message from Deputy Administrator Katy Kale	Share news with employees	July 14 in the morning	GSA Rates in Top 5 Places to Work	yes
GSA Today and GSA InSite	Amplify	July 14 in the afternoon	GSA Rates in Top 5 Places to Work	yes

External communications

1. social media

Draft social postings:



-GSA Makes Top 5 Places to Work – Our employees' feedback ranked us 4th overall in the midsize agencies category on the newly released 2021 Best Places to Work in Federal Government list.



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

-Kudos GSA Employees for ranking us 4th overall in the midsize agencies category on the 2021 Best Places to Work in Federal Government list

-GSA is a best place to work. Our employees' feedback ranked us 4th overall in the midsize agencies category on the 2021 Best Places to Work in Federal Government list.

-Thanks GSA employees for ranking us 4th overall in the midsize agencies category on the 2021 Best Places to Work in Federal Government list.

Internal communications

1. [message from senior leadership](#)
2. GSA Today/GSA InSite

Best Places to Work in the Federal Government Announcement

To: all employees

From: senior leadership tbd

Distribution date: July 14 Nate can send

Email Subject Line: GSA Ranks Top 5 in Places to Work

Hello GSA colleagues,

I am absolutely thrilled to say that GSA has been named the #4 Best Place to Work for midsize government agencies. This is GSA's first time in the Top 5 - and we jumped two spots in one year to get here. This is based on your strong and positive response to last year's Federal Employee Viewpoint Survey (FEVS).

As members of the GSA team, we should be incredibly proud of this achievement. I've seen first-hand your enthusiasm for our mission and your commitment to public service, and I couldn't be more proud to serve with you.

Over the last year, leadership has been able to use FEVS and pulse-survey feedback to be responsive to your thoughts on topics like re-entry and distributed teams, performance management, and DEIA. We've worked hard to incorporate that feedback- including, over these



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

last few months, with a focused and flexible approach to reentry. We know there have been successes and we know we still have work to do.

I want to thank all of you who consistently build employee engagement and community as part of your job responsibilities (especially our folks in OHRM), as well as all of you who contribute to our work environment in other important ways such as leading our employee groups or simply being great colleagues.

As we keep making GSA a better and better place to work, we want to ensure that we hear from as much of our workforce as possible. After all, even though our overall employee engagement score was 17 points higher than the governmentwide average, that same score year-over-year dipped slightly from GSA's score last year.

So, before we head into the weekend, I have one last request for all of you - let's use this energy to complete this year's FEVS. **Deadline is this Friday (tomorrow)!** Everyone's survey link is unique and confidential, so search your email for a message from "EVGS@opm.gov" to find yours and complete it today!

Congratulations to everyone - the thing that makes GSA one of the best places to work is all of you!

Katy

Distribution: GSA Today/GSA InSite

Targeted Publication date: July 13

Draft link: <https://preview-insite.gsa.gov/node/175267>



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022



Title: GSA Makes Top 5 Places to Work

Teaser: According to annual rankings released by nonprofit Partnership for Public Service, GSA's rank improved from 6th to 4th overall in the midsize agencies category on the 2021 Best Places to Work in Federal Government list.

According to annual rankings released July 13 by nonprofit Partnership for Public Service, GSA rank improved from 6th to 4th overall in the midsize agencies category on the 2021 Best Places to Work in Federal Government list. The rankings placed GSA's 2021 employee engagement score slightly above 80 percent out of 100. While this represents a slight decrease from last year's scores, it's still above GSA's five year average.

"All of GSA should be incredibly proud of this achievement," said Deputy Administrator Katy Kale. "This past year, I've seen first-hand your enthusiasm for our mission and your commitment to public service. I couldn't be more proud to serve with you," she added.



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

(b)(6)

A large rectangular box with a black border, representing a redacted image. The text "(b)(6)" is in the top-left corner of the box.

Caption: GSA Deputy Administrator Katy Kale (left) and GSA Chief Human Capital Officer Traci DiMartini accept the award on behalf of GSA.

Our 2021 Office of Personnel Management's Federal Employee Viewpoint Survey (FEVS) echo these results. FEVS measures whether employees perceive successful organizational practices and how widespread these practices are in their agencies.

Here are a few highlights from GSA's 2021 FEVS results:

- GSA's 2021 overall employee engagement score is 17 points higher than the governmentwide score of 64.
- GSA demonstrated high rankings in the midsize group for the following categories: Effective Leadership, Effective Leadership: Supervisors and Employees Skills-Mission Match.
- GSA finished third out of 22 agencies in the Performance Agency Category, which measures the extent to which employees believe their entire agency or organization is achieving its mission.

View the overall rankings here:

<https://bestplacestowork.org/rankings/?view=overall&size=mid&category=leadership&>



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

Make sure your voice is heard by July 15

There's still time to complete this year's Federal Employee Viewpoint survey. The deadline to complete it is July 15.

Everyone's survey link is unique and confidential, so search your email for a message from "EVGS@opm.gov" to find yours.

More Information

Learn more about [GSA's workforce engagement programs](#).

If you have questions about the survey, or other aspects relating to employee engagement and the work environment, reach out to GSAengagement@gsa.gov.

Find out more about the [Office of Personnel Management Federal Employee Viewpoint Survey](#).

GSA Today Mention:

Graphic:



GSA Today Date: July 8

Headline: GSA Makes Top 5 Places to Work



COMMUNICATIONS PLAN - Best Places to Work Results

As of March 29, 2022

Text: According to annual rankings released July 13 by nonprofit Partnership for Public Service, GSA ranked 4th overall in the midsize agencies category on the 2021 Best Places to Work in Federal Government list. The rankings placed GSA's 2021 employee engagement score slightly above 80 percent out of 100. While this represents a slight decrease from last year's score, it's still well above GSA's five year average.

Unauthorized Supplier Robomod

January, 2022

Purpose:

Ensure internal FAS stakeholders and external Schedule contractors are aware and have the necessary information to take the appropriate action to resolve forthcoming "Robomods" that will seek to remove products listed on GSA Advantage! offered by unauthorized suppliers.

Summary:

In November 2020, FAS launched the new Verified Products Portal (VPP), a manufacturer and wholesaler facing portal for authoritative product content and supplier authorization information for Commercial off the Shelf (COTS) products. This information, provided by authoritative sources for COTS products commonly listed on GSA Advantage!, is used to improve GSA's catalog data quality and strengthen supply chain risk management capabilities.

In May, 2021 the MAS Solicitation was updated to make [VPP data authoritative](#) for determining supplier authorization status. Currently, a connection to the Price Point Plus Portal (4P) flags unauthorized products to prevent them from getting on contract. This Robomod process will now begin to address the 119,000+ items currently listed on GSA Advantage! that are offered by an illegitimate source according to VPP data. This will address long standing customer issues with counterfeit and fraudulent items, and improve GSA's representation of products in the federal marketplace.

Key Objectives:

- Reduce supply chain risk by ensuring products are offered by legitimate resellers
- Improve customer confidence in purchasing from GSA Advantage! that items will be legitimate
- Improve acquisition performance while minimizing burden to FAS 1102's

Communications Objectives:

- Ensure workforce has an understanding of the initiative and knows where to go for additional information
- Prepare impacted 1102s to execute responsibilities in a timely manner
- Prompt Schedule contractors to take required action

Robomod Overview:

- A key priority for GSA is to ensure that Contractors are authorized by the manufacturer to supply the products they offer under the FSS program, throughout the life of the contract. The Verified Products Portal is GSA's official source for authorization information and takes precedence over all other sources of supplier authorization information
- The Office of Policy & Compliance (OPC) can use VPP data to flag items currently listed by unauthorized suppliers on GSA Advantage!
 - Approximately 97% of items (~114,000) flagged as offered by unauthorized suppliers occur under 66 Schedule contracts
- OPC will seek to resolve this issue by notifying contractors that these items will be removed from their Schedule contracts unless they wish to dispute the authorization information
 - Training on the process to submit a Dispute to the authorization information will be available for impacted Contractors
- Contractors not responding to OPC by the set deadline will have their flagged items deleted from their Schedules contracts via Robomod, an automated process that streamlines the modification process requiring minimal Contracting Officer involvement. Key Milestones:

- January 25: OPC emails contractors with Excel list of flagged items and CC's impacted contract administrators (CO, CS, PCO, ACO, IOA)
- February 24: Deadline for contractors to dispute their authorization status
- March 11: Deadline for GSA to return disposition of Disputes
- ~March 25: CIO issues contract modification to delete items from the Schedules contract via Robomod
- ~April 8: Advantage team removes items from GSA Advantage!®

Benefits to the Acquisition Workforce

- Leverages data analytics and automated acquisition processes to address a significant supply chain risk with minimal burden to the FAS acquisition workforce. The automated process maximizes FAS efficiency by shifting 1102's duties from routine, administrative tasks to complex, high-value acquisition activities.
- Improves Schedule compliance with contract requirements to provide accurate product information.
- Establishes a consistent process to ensure workforce compliance with FAS PAP 2021-01: Modernizing Supplier Authorization Through Implementation of the Verified Products Portal

Benefits to Industry Partners

- Promotes fairness between competing Schedule Contractors by removing items sold by illegitimate contractors
- Assists industry partners in complying with contract requirements to provide accurate product information

Benefits to GSA Customers

- Reduces risk of purchasing counterfeit/fraudulent items offered by an unauthorized contractor
- Reduces risk of manufacturer not honoring warranty due to purchase from an unauthorized contractor
- Improves customer ability to purchase from GSA with confidence
- Protects the Federal supply chain

Impacted Contracting Activities: 88 Schedule Contracts/66 Schedule Contractors

Resources:

- [Workforce Q&A](#)
- Webinar targeting impacted CO/CS (open to all FAS 1102) - Jan 18, 2022
- Training sessions on Dispute process for impacted contractors - Jan 27 & Feb 8, 2022

Unauthorized Suppliers - Robomod Roll-Out & Communications Plan

Target Date	Internal/ External?	Target Audience	Tactic	Details + Any Linked Content	Lead	Status
Dec 15	Internal	AO/OPC call	Meeting	Update in Mark's talking points during AO/OPC call.	OPC	Complete
Jan 3	Internal	LC	Meeting	Mention at weekly LC meeting that this process is coming	OPC, CMO	Complete (Dena/Mark)

Jan 6	Internal	MAS AWF	Email	Send direct email to MAS AWF advertising the training , include FAQ if ready in time,	OPC Training Div	Complete
Jan 6	Internal	Impacted COs	Email + Meeting Invitation	Send targeted email/meeting invitation to impacted COs after broader announcement , CC Center Leadership	OPC	Complete (need list of contracts)
Jan 11	Internal	MAS AWF	Email	Update in MAS Newsletter including advertising training date	CMO (will share content w/ OPC)	Complete
Jan 11	Internal	MAS AWF	Issue Q&A	Issue FAQ . Post on MAS Hub, link on Acq gateway, post to CM Chatter page, include in various comms	CMO, OPC	Complete
Jan 13	Internal	FAS Workforce	Meeting	Internal Info Deck - Mention at Monthly MAS OSC	OPC, CMO	Complete
~Jan 13	Internal	MAS workforce	Acq Gateway	overview, policy authority, FAQs, process map, etc.	OPC	Complete
Jan 14	Internal	Execs	Talking Points & Reactive Q&A	Provide talking points/top Q&A for execs	CMO/OPC	Complete
Jan 19	External	MAS contractors	Interact	Post notice to Interact this process is coming, share why, more details & advertise training to come for impacted parties	CMO (will share content with OPC)	Complete
~Jan 18	Internal	AWF Training	Meeting	Host training for the workforce. Target impacted COs explicitly.	OPC (B), CMO	Complete
~Jan 19	Internal	VSC	Info sheet	Share list of key dates/information with VSC	CMO	Complete
~Jan 24	Internal	Impacted COs	Email	Send "Heads up" email to impacted COs ; notice should include the opt-out survey, resources for where to go for help, and a copy of the email their contractor will receive Jan 25	OPC (A)	OPC FO Review
Jan 20	Internal	MAS support roles, VSC	Meeting	Internal Info Deck - Mention at MAS SRP Meeting	CMO	Scheduled

~Jan 24	Internal	FMP Sponsors	Meeting	Mention at monthly FMP Sponsors meeting	CMO	With CMO
~Jan 25	External & Internal	Offending Contractors + copy their CO	Email	Send notification to contractors that they have 30 days to remove item , dispute item, or opt-out of dispute process (no action/non-responsive). Include dispute columns in product list & training dates. Send copy of email to the corresponding COs	OPC	Email approved
~Jan 27 & Feb 8	External	External Robomod (dispute process) Training	Meeting	Host 2 training sessions for contractors on the process for challenging the VPP authorization status	CMO, OPC	Complete
Feb 10	External & Internal	Offending Contractors + copy their CO	Email	Send reminder #1	OPC	Complete
~Feb 18	External & Internal	Offending Contractors + copy their CO	Email	Send reminder #2	OPC	Complete

(b)(6)

~Feb 24- March 11	External	Manufacturers	Email + Meetings	Work with manufacturers to verify information	CMO	Complete
March 16	External	Vendors Cc COs and other 1102s	Email	update vendors on dispute status/outcome of convos with Manufacturers	OPC	Complete
March 17	Internal	COs (and other 1102s)	Email	Opt out message to COs	OPC	Complete

March 21	Internal	COs (and other 1102s)	Email	Reminder - Opt out message to COs	OPC	Complete
~March 21	Internal	SF-30 text	Email	Page 2 of SF30 to include why dispute was rejected	OPC	Complete
Apr 14	Internal	Email to GSA IT	Email	Email requesting contract modification		Complete
~March 28	Internal	Form to Submit a ticket to remove items in Advangage	Service Now	Request document submitted through Service Now	OPC	Complete
27 April	Internal	Talking Points of Robomod	<u>Talking points</u>	Unauthorized Supplier Robomod Talking Points	OPC	Complete
~late Feb/early March	External	Contractors, Customers	<u>FMP Release</u>	Mention Robomods in winter release	CMO (will share content w/ OPC)	Complete
~March /April	Internal	Workforce	CASE Nation	Good news story in CASE Nation, draft	CMO	Complete
~March /April	Internal	MAS AWF	MAS Newsletter	Mention Robomod outcomes in MAS Newsletter, thank them for participating	OPC, CMO	Complete

(b)(6)

April	Internal	FAS AWF	Meeting	AO/OPC Monthly call; drafted	OPC	Complete
April	Internal	Q	WAR report	Send blurb to Q as part of weekly WAR report	OPC	Complete
~March /April	Internal	LC	Meeting	Mention achievements at weekly LC meeting; drafted	OPC, CMO	Complete
May	Internal	CO for contractors authorized after the Robomod	Email	Message letting them know the contractor was autod, we're canceling the mod, adding products back, what they should do in ECMSHorized after the Robom	CMO	Complete

June	External	Industry, trade media	Press release	Customer experience, strengthening supply chain, working with Industry to bolster Federal Marketplace	OSC	Draft
June	External	Manufacturers /customers	Interact	Share good news / tout benefit of VPP. drafted	CMO	Pending distribution

ANNEX A

PLANS AND PROCEDURES

Public Affairs Communication Plan

A. BACKGROUND

B. OBJECTIVE

C. INTERNAL COMMUNICATIONS

- 1. REGIONAL EMPLOYEES**
- 2. CENTRAL OFFICE**

D. EXTERNAL COMMUNICATIONS

- 1. MEDIA**
- 2. CONGRESSIONAL OFFICES**

E. TOOLS FOR COMMUNICATING DURING AN EMERGENCY

F. INSITE/INTERNET COMMUNICATIONS

G. SAMPLE PRESS RELEASES

H. PUBLIC AFFAIRS CONTACTS

A. BACKGROUND

This document is a ready reference guide incorporating who should be contacted, why they should be contacted, and how to contact them, if the Mid-Atlantic Regional Office Building Continuity of Operations Plan is activated. In the occasion of a cataclysmic event the backup region (Region 2) will take over operations and communications. Region 5's Public Affairs Officer is the secondary backup.

B. OBJECTIVE

The COOP communications plan is a blueprint for communicating during an emergency in which the Regional Administrator engages the Senior Emergency Response Team (SERT) and activates GSA's Continuity plan, but it remains subject to change in order to properly address the nature of the crisis. The goal of the plan is to establish a foundation of procedures and information to support clear and timely communications during an emergency.

C. GSA INTERNAL COMMUNICATIONS

1. Regional Employees

The Mid-Atlantic Region has two emergency numbers. They are 215-656-5512 and 866-584-9236. These numbers are used for Continuity events as well as weather related messages. These phone lines are to provide GSA employees with the most up-to-date information during an emergency event. The 215 number is located on a federal switch outside of the GSA ROB in a GSA leased (vs. federal owned) location in Center City Philadelphia and will continue to be operational during localized incidents. Thus, if communications fail in the GSA ROB, employees will still be able to call into the number and obtain information. Also, locating the telephone number in a leased location decreases the risk associated with terrorist incidents. The 866 number is a toll free number which routes to a FAS owned switch in the Pittsburgh area and will continue to operate during a widespread event which affects the Philadelphia area.

Below are the employees authorized to update the Emergency Numbers.

Name	Telephone Number(s)	Title	Update Function
Will Powell	Work: 215-446-4794 Cell: (b)(6)	Regional Public Affairs Officer - Region 3	Internal/External Communications Primary
Back Ups			
Cat Langel	Work/Cell: (b)(6)	Regional Public Affairs Officer - Region 5	Primary Back Up

Adam Rondeau	Work/Cell: (b)(6) Personal: (b)(6)	Regional Public Affairs Officer - Region 4	Secondary Back Up
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Information shall be posted to the Regional Hotlines (215-656-5512 and 1-866-584-9236) immediately upon Continuity Plan activation and twice a day (at 9:00 AM and 3:00 PM) as long as the Continuity Plan activation is in effect.

2. Central Office

In the event of a regional Continuity activation, the Continuity of Operation functional individuals listed below will call Central Office to let them know about the event. They will also call Central Office every few hours to keep them posted on status.

Individual	Telephone Numbers	Title	Function
Will Powell	Work: 215-446-4794 Cell: (b)(6)	Regional Public Affairs Officer - Region 3	Internal/External Communications Primary

The above individual will contact one person in Central Office to advise that individual of regional events. Below are the individuals in priority order that will be called.

Name	Title	Email	Cell phone
Pam Pennington	Press Officer	pamela.pennington@gsa.gov	(b)(6)
Donna Garland	Deputy Associate Administrator, Communication	donna.garland@gsa.gov	(b)(6)
Mark McHale	Associate Administrator, OSC	mark.mchale@gsa.gov	(b)(6)

The Regional Commissioners may also call their Commissioners to inform them of regional operations for their particular service. The information communicated will be controlled so that everyone receives the same message.

We will also post information on “microsite” on the national public GSA website. The public website will be utilized as appropriate during a Continuity activation to communicate with employees and customers. There will also be information sent out via email from the Regional Administrator/Senior Leadership. The PAO will work with the following employees to create web and social media content.

Name	Telephone Number	Function
------	------------------	----------

Sean Hearn	Work: (b)(6) Cell: (b)(6)	GSA.gov Content Creator
Sarah Puleo	Work: 215-446-2876 Cell: (b)(6)	Social Media POC

D. GSA EXTERNAL COMMUNICATIONS

1. Media

The Public Affairs Officer is responsible for communicating with the media and determining the level of detail in information released to the media/public. Within the first 12 hours, and in close coordination with Regional Senior Leadership, Central Office Press Shop, and other appropriate federal agency PAOs, she will develop a public communication strategy specific to the event and issue a news release/initial statement. Sample scripts for media releases are contained later in this document.

Media Contact	Contact
KYW Radio	newstips@kyw1060info.com 215-238-4991
NBC 10	wcaudesk@nbcuni.com 610-668-5705
ABC 6	Wpvi-tv.newsdesk@abc.com 215-581-4573
CBS 3	newsdesk@cbs3.com 215-238-4783
FOX 29	Fox29.newsdesk@foxtv.com 215-925-2929

2. Social Media

The Public Affairs Officer will be responsible for reviewing and approving all regional social media content prior to publication. During serious incidents, the region should cease all social media activity not related to the incident.

Additionally, the PAO will work with Central Office's social media POC to ensure any content created is magnified via agency-wide social media channel.

3. Congressional Offices

The Public Affairs Officer will coordinate with the Office of Congressional and Intergovernmental Affairs (OCIA) on communication with Congressional Offices that could be affected by the regional Continuity event. The link provided below is a Google based document that provides R3 congressional office locations, Senators, House Representatives, points of contact and phone numbers. The list is maintained by OCIA.

[Congressional Office Locations](#)

4. Federal Agencies Public Affairs Officers

- **FEMA** - (b)(6) @fema.dhs.gov
Office - 215-931-5514
Cell - (b)(6)
Media Desk - femar3newsdesk@fema.dhs.gov 215) 931-5597
- **FBI** - (b)(6) @ic.fbi.gov
Office - 215-418-4135
Cell - (b)(6)
- **FPS** - (b)(6) @dhs.gov
Office - 202-732-0344
Cell - (b)(6)

E. TOOLS FOR COMMUNICATING DURING AN EMERGENCY

Continuity Scripts -- Test Drill

Emergency Information Line Directions

The following are instructions for updating both of our Emergency Information Lines. Both lines are to be updated with the same information whenever the message is changed. Also noted below, is our standard message for your reference.

PRIMARY PHONE LINE: 215-656-5512 (is supported by the GSA IT Service Desk @ [866-450-5250](tel:866-450-5250))

To Update:

Place call from any phone to either of these **two numbers**:

215-446-2828 (is supported by the GSA IT Service Desk @ [866-450-5250](tel:866-450-5250))

817-585-2710

*This will give you access to the PRIMARY PHONE LINE: **215-656-5512**


To Update/Change the Outgoing Message:

1) Call **215-446-2828**

2) Follow Prompts:

Press (*)

(b)(6)

A large black rectangular redaction box covering the majority of the page's content.

***SECONDARY PHONE LINE - 1-866-584-9236** (is supported by the Network Services (NWS) Program Help Desk @866-504-6353 or email to FAS.PhoneHelp@gsa.gov)

(b)(6)

A large black rectangular redaction box covering the majority of the page's content.

STANDARD SCRIPT:

"This is [Name], Regional Public Affairs Officer for GSA's Mid-Atlantic Region. You have reached the Emergency Information Line. On [XXX], [XXX] GSA Offices in the Philadelphia Metro Area will be open.

Liberal leave and flexible work at home is in place for all regional employees impacted by the weather. Please discuss your plans with your supervisor.

Employees are reminded to monitor this Emergency Information Line as well as their local news and radio stations. Thank you."

This message was recorded on XXXX, XXXXX, XX, 2018 at [XX:XX] am.

Script for Calling Activation Personnel (formerly Phase 1)

This is a test of our Continuity activation process.

You are an Activation Continuity participant. If this was a real activation, you would be provided instructions on where and when to report to the alternate facility to perform your essential function. As part of the employee cascade drill, you will also receive a call from your supervisor accounting for your safety.

This is only a test.

Script for Calling Continuity Operations Personnel (Formerly Phase 2)

This is a test of our Continuity activation process.

You are a Continuity Operations participant. If this was a real activation, you would be provided instructions on where and when to report to the alternate facility or you would be directed to be ready to work from your home or another GSA office to perform your essential function. As part of the employee cascade drill, you will also receive a call from your supervisor accounting for your safety.

This is only a test.

Script for the Employee Accountability Drill

This is a test of our Continuity activation process.

I am calling to account for your safety. If this was an actual event you would be given instructions such as remain on standby, periodically check the emergency phone line (215.656.5512), and/or listen to the news. Do you have your GSA issued laptop and cell phone with you today?

This is only a test.

Suggested Script for Regional Administrator calling the SERT

I'm calling to let you know that we've had a serious incident/threat within the last hour. Our SERT needs to get together to discuss the impact upon us as well as our options. Please meet me in my conference room in 15 minutes, which is located on the 3rd floor of the Dow Building.

Suggested Script for Calling Activation (Formerly Phase 1) Staff Upon Activation of Mid-Atlantic's SERT

I'm calling to let you know that Regional Administrator has called the SERT team in for a meeting. As you know, the Regional Administrator calls upon the SERT team to help deliberate serious matters, including a Continuity event. The Regional Administrator has not activated the Continuity Plan at this point. We are not moving to the alternate location at this time. As a member of the Activation team, I am asking you to be on standby in case the RA decides to activate the Continuity Plan. Please keep your cell phone on so that I can contact you and give you more information as the SERT team deliberates.

SUGGESTED SCRIPT FOR INFORMING EMPLOYEES TO TAKE THEIR LAPTOPS HOME

Today at ____ a.m./p.m at _____(address/location), _____(brief description of upcoming/future event i.e. terrorist attack, fire, natural disaster, act of God, etc.)

The Regional Administrator has directed all SERT Activation and Continuity Operations employees to take their laptops home tonight so you can telework. Please continue to check your GSA email for more information.

Continuity Activation Scripts

Suggested Script for Calling Activation Staff Upon Activation of a Continuity of Operations Plan

Today at ____ a.m./p.m. at _____ [address/location], _____[brief description of event i.e., terrorist attack, fire, natural disaster, act of God].

The Regional Administrator has activated the Continuity of Operations Plan. Please initiate your cascade plan to inform your GSA employees of the situation and report to the alternate site. Do you have your GSA issued laptop and cell phone with you today?

Suggested Script for Calling Continuity Operations Staff Upon Activation of a Continuity of Operations Plan

Today at ____ a.m./p.m. at _____ [address/location], _____ [brief description of event i.e., terrorist attack, fire, natural disaster, act of God].

The Regional Administrator has activated the Continuity of Operations plan. Please remain at home and await further instructions from your supervisor as to when to report to our alternate facility. Please make every effort to periodically call the emergency phone line (215-656-5512), check your GSA e-mail, and listen to the news to learn more information about the situation. Do you have your GSA issued laptop and cell phone with you today?

Suggested Script for Calling Non-Essential Staff Upon Activation of a Continuity of Operations Plan

Today at ____ a.m./p.m. at _____ [address/location], _____ [brief description of event i.e., terrorist attack, fire, natural disaster, act of God].

The Regional Administrator has activated the Continuity of Operations Plan. Please remain at home and await further instructions from your supervisor. Please make every effort to periodically call the emergency phone line (215-656-5512), check your GSA e-mail, and listen to the news to learn more information about the situation. Do you have your GSA issued laptop and cell phone with you today?

**SUGGESTED SCRIPT FOR EMERGENCY LINES
(1-215-656-5512) and (1-866-584-9236)**

This is the Public Affairs Officer for GSA's Mid-Atlantic Region. You have reached the GSA Emergency Information line. This message is being recorded on ____200_ at (time).

On _____, at ____ a.m./p.m. at _____ [address/location], _____ [brief description of event i.e., terrorist attack, fire, natural disaster, etc.] We are assessing the impact of _____ [event/crisis] and are in touch with first responders, the regions, and other key government organizations.

GSA has focused all its resources on an effective, rapid response to _____ [event]. We will continue to provide information as it becomes available and is confirmed. Our first concern, of course, is the safety of those affected by _____ [event i.e., fire, terrorist attack, etc.] and their families. GSA employees seeking updated information about the crisis should monitor this Emergency Information Line as well as their local news and radio stations.

SUGGESTED SCRIPT FOR RECONSTITUTION MESSAGE

This is the Public Affairs Officer for GSA's Mid-Atlantic Region. You have reached the GSA Emergency Information line. This message is being recorded on ____ 200_ at (time).

All supervisors and managers are to report to work at the ____ on ____ 200_. All other employees are to report to work at the ____ on ____ 200_. Please continue to monitor this Emergency Information Line and your local news and radio stations.

SUGGESTED SCRIPT FOR PUBLIC AFFAIRS PHONE LINE (215-446-4909)

You have reached the GSA Public Affairs Office. Unfortunately, the Public Affairs Officer is currently unavailable to take your call.

If you are a media outlet, please listen to this entire message for information or leave a message and someone will return your call as soon as possible.

Now for a brief overview of recent events:

On _____, 200_ at ____ a.m./p.m. at _____ [address/location], _____ [brief description of event i.e., terrorist attack, fire, natural disaster, etc.] We are assessing the impact of _____ [event/crisis] and are in touch with first responders, the regions, and other key government organizations.

GSA has focused all its resources on an effective, rapid response to _____ [event]. Emergency operation plans and procedures have been activated and are being followed. GSA is constantly coordinating with all appropriate city, county, and state officials to provide leadership and/or support in this situation. GSA is employing all means of communications at its disposal to obtain and distribute all appropriate information.

F: INSITE/INTERNET COMMUNICATIONS

GSA.gov Information for Employees and Customers during a Continuity Activation

During a Mid-Atlantic Regional Office Building Continuity activation it is deemed appropriate to communicate with employees and customers the Mid-Atlantic Region's operating status, emergency contact information, etc, via the internet.

The Mid-Atlantic Region maintains a "microsite" on the national public GSA website.

The region's microsite is accessible to anyone with an internet connection via:

- www.gsa.gov/midatlantic
- www.gsa.gov/region3
- www.gsa.gov/r3

This public website will be utilized as appropriate during a Continuity activation to communicate both with customers and employees.

Insite/GSA.GOV

Information should also be posted on Insite. Benvenida Curley is the point of contact and can be reached at 215-446-2898 (office) or at (b)(6) (cell).

Employee Communication:

During Continuity activation, many employees will not have access to the Mid-Atlantic Region's InSite3 website. (This site is only accessible when an employee is logged into the regional network, which many non-essential employees will not have access to during activation.) Information for employees will be posted to the public www.gsa.gov/r3.

Information will be posted to the GSA.gov Mid-Atlantic microsite Overview, Emergency Preparedness, and/or News & Notices sections. A sample message can read:

The Mid-Atlantic Region's Regional Office Building in Philadelphia, PA, has activated its Continuity of Operations Plan. The Regional Office Building is currently closed due to (whatever description of the emergency is appropriate).

GSA Mid-Atlantic Region Continuity emergency responders are performing essential functions, including customer response and internal administration, at the alternate facility, various field offices, and at their homes.

All employees—both essential and nonessential—should continue to maintain contact with their supervisors as their primary source of information in this or any emergency situation. During Continuity activation, all employees are expected to remain available for work assignments on an as-needed basis.

Employees can also learn more about the Region's emergency status by calling the Emergency Information Line: 215-656-5512 and/or 866-584-9236 (the toll free number).

Customer Communication:

During Continuity activation, most of the communication with customers will occur on

an individual level—through phone calls, emails, etc. The Mid-Atlantic Region will post information and contacts to the public GSA.gov regional microsite for customers.

Information will be posted to the GSA.gov Mid-Atlantic microsite Overview, Emergency Preparedness, Key Contacts, and/or News & Notices pages as appropriate to the emergency situation. A sample message can read:

The Mid-Atlantic Region's Regional Office Building in Philadelphia, PA, has activated its Continuity of Operations Plan. The Regional Office Building is currently closed due to (whatever description of the emergency is appropriate).

GSA Mid-Atlantic Region Continuity emergency responders are performing essential functions including managing customer issues, at an alternate facility, various field offices, and at their homes.

(If this Continuity activation event affects more than just GSA at the ROB, include this language) Federal employees should follow their own agency's emergency procedures and monitor media announcements to obtain disaster or emergency-related information. GSA will publish emergency information to www.gsa.gov/emergency when necessary.

Updates will be available regarding the GSA Mid-Atlantic Region's operating status.

GSA.GOV/Social Media Procedure

All GSA.gov content will be drafted and edited by the PAO and Regional Content Creator.

- Christopher (CJ) Bell is the Mid-Atlantic Region's GSA.gov Content Creator
- Bernita Tart is the Executive Editor, Angela Bivens is the backup
- For emergency updates send an email to GSAWebHelp@gsa.gov.

Sarah Puleo is the social media (Facebook & Twitter) contact. CJ Bell is the backup.

G: SAMPLE PRESS RELEASES

SUGGESTED SCRIPT FOR INITIAL NEWS ADVISORY



**Media Advisory
News Release**
U.S. General Services Administration

For Immediate Release
Date

Contact: Public Affairs
(email address)

[Brief Description of Event—Title]

Philadelphia, PA - Today at ____ a.m./p.m. at _____ [address/location], _____ [brief description of event i.e., terrorist attack, fire, natural disaster, act of God].

GSA has focused all its resources on an effective, rapid response to _____ [event]. Emergency operation plans and procedures have been activated and are being followed. GSA is constantly coordinating with all appropriate city, county, and state officials to provide leadership and/or support in this situation.

We will continue to provide information as it becomes available and is confirmed. Our first concern, of course, is the safety of those affected by _____ [event i.e., fire, terrorist attack, etc.] and their families. GSA employees seeking updated information about the crisis and where to report to duty should contact their supervisor. We would also suggest that employees check their email in the coming hours as their supervisors may try to contact them in that way.

GSA employees are encouraged to contact family and friends to assure them that they are safe. Prior to this _____ [describe event], most employees voluntarily

provided emergency contact information to their supervisor. Should circumstances call for it, supervisors will call employees' emergency contacts.

Media seeking information or comment should call 215-356-7534 or send an email to (email address).

We will continue to provide information as it develops. Please remember that www.usa.gov provides up-to-date information about state and local government agencies and their response to _____ [event/crisis].

SUGGESTED SCRIPT FOR INITIAL NEWS ADVISORY



**Media Advisory
News Release**
U.S. General Services Administration

For Immediate Release
Date

Contact: Public Affairs
(email address)

[Public Statement Involving Childcare Facility]

Philadelphia, PA -Today at ____ a.m./p.m. at _____ [address/location], _____ [brief description of event i.e., terrorist attack, fire, natural disaster, act of God].

This facility housed a child care center and:

- 1) Any report of injuries or fatalities has not been confirmed at this time; or
- 2) We have confirmed that there are (give number) injured and or fatalities. Names of the injured or dead are being withheld until we are able to contact their families.

Parents should call their pre-determined emergency contact phone numbers to receive information about their child. We want to assure parents that GSA has practiced emergency procedures in place that have been activated and our personnel have prepared for and simulated responses to emergency events like the crisis that occurred today.

GSA has trained emergency responders and other professionals fully engaged in addressing the situation. The Federal Protective Service is fully deployed and GSA

Emergency Responders are on the job providing for our own and for other's critical needs.

We will provide more information as it becomes available.

SAMPLE Press Release



Media Advisory
Media Advisory
U.S. General Services Administration

September 11, 2001
Contact: GSA Media Office (202) 501-1231

The following statement was released today.

We are on a heightened security alert at Federal buildings, consistent with a possible terrorist action that could pose a threat to GSA-controlled buildings. We have increased patrols, restricted outside parking and are collaborating with all local and Federal law enforcement and intelligence agencies. We will keep you posted as we get new information.

We regret any inconvenience this may cause our tenants and visitors to our buildings. The safety of GSA buildings and their occupants is our primary concern.

We are deeply saddened by today's news. We are doing everything possible to protect federal workers in GSA buildings around the nation. Our primary concern is on ensuring the safety of Federal workers.

###

Annex A – Plans and Procedures
Public Affairs Communication Plan
Page 16 of 23

Possible Reporter Questions

- What, if any, questions should GSA answer (rather other federal agencies that are involved)?
- What, if any, questions are referred to Homeland Security, FBI, etc.? When do they step in and we step out?
- What is the specific location of the incident?
- Is the Regional Administrator in charge or is someone else acting?
- Any advanced warning about the incident?
- How is GSA supporting Homeland Security, FEMA, or other first responders?
- How many federal employees were tenants of the building? From which agencies?
- Were any children in the building at the time of the incident?
- How many people are injured, dead, or unaccounted for? How many were federal employees and how many were members of the general public?
- Have GSA employees relocated to another area? If so, how many associates?
- Where is the location?
- What contingency plan does GSA have in place to manage a crisis of this nature?
- What instruction is GSA offering its employees?
- When did the event occur?
- What was our initial response and how quickly?
- What is the scope of the incident?
- Is it an isolated incident (just the GSA Building) or not?
- What was the exact cause of the incident?
- Is the building off limits (destroyed, etc)?

- How secure is the area surrounding the building?
- Are first responders safe?
- How many security staff (e.g., federal protective service, contractors, etc.) does GSA have?
- What, if any, role does GSA security have in supporting this incident?
- Are there any suspects? (If so, how many?)
- Has anyone been taken into custody?
- What security measures were in place prior to the incident?
- What security measures are in place now?
- What is GSA doing regarding its security at other buildings Region wide?
- What is the status of telecommunications support?
- What supplies is GSA providing to assist with the crisis?
- What is the range of supply services that we have available?
- How are supplies purchased? How are supplies purchased in an emergency?
- What type of shifts are our supply people on?
- Has GSA provided any supplies or equipment for emergency search dogs sent to the incident?
- What IT is GSA supplying to assist with crisis management?
- What contingency plans does GSA have in place to manage a crisis of this nature?

H. Regional Public Affairs Contacts

Below is a table listing the Public Affairs Officers in each region and their phone numbers. R4 is the primary backup and R5 is the secondary backup. Email is the best way to reach them.

Name	Work Phone	Cell Phone
R-1 Paul Hughes	617-283-6142	(b)(6)
R-2 Paul Hughes (Acting)	617-283-6142	(b)(6)
R-3 Will Powell	215-446-4794	(b)(6)
R-4 Adam Rondeau	470-495-7496	(b)(6)
R-5 Cat Langel	312-353-5663	(b)(6)
R-6 Alison Kohler	816-223-6198	(b)(6)
R-7 Tina Jaegerman	817-978-2031	(b)(6)
R-8 Rich Stebbins	303-513-1166	(b)(6)
R-9 Andra Higgs	415-436-8778	(b)(6)
R-10 Chad Hutson	253-561-8477	(b)(6)
R-11 Renee Kelly		(b)(6)

GSA Auction – Valentine’s Day Fine Jewelry Sale
Media Outreach Plan
Current as of Jan. 17, 2019

Background

GSA R4PPM will host an auction for a lot of 20 pieces of fine jewelry valued at approximately \$40,000 on behalf of the U.S. Attorneys Office and the U.S. Secret Service, including several rare and valuable pieces. Communications around the auction will capitalize on Valentine's Day as a means to help generate additional interest and potentially increase the number of bidders.

Fast Facts

- Estimated total value – \$40,530.00
- Number of pieces in auction – 20
- Dates for preview – February 4-11, 2019
- Start date – February 11, 2019 at 6:00 p.m. CT
- End date – February 26, 2019 at 6:00 p.m. CT

Objectives

This communication strategy is designed to:

- Positively influence prospective bidders
- Drive web traffic to the GSA Auction website
- Increase comments, sharing and reactions on select social media channels
- Brand R4PPM/GSA Auctions program efforts to the public as well as other federal agencies seeking to sell unneeded personal property (GSAAuction program growth)

Audiences

- **Primary** – GSA Auctions social media followers, affluent bargain hunters, pawn brokers/resellers, jewelers
- **Secondary** – Unengaged public

Key Messages

- The auction is a once-in-a-lifetime chance to own fine jewelry at a fraction of the price.
- This Valentine’s Day, give your loved one a gift they’ll cherish forever.
- GSA Auctions is a great price to find rare and unique treasures.

Limiting Factors

- **Government shutdown** – With the current shutdown ongoing, this auction has the potential to generate negative coverage. Ensure that shutdown messaging is clear and

concise in all external-facing communications. Additionally, Region 4 Communications staff may be unavailable during the auction due to furlough.

- **Ability to discuss source of auction** – The U.S. Attorneys Office and the Secret Service have requested not to be mentioned during this auction, nor do they wish GSA to publicize how the jewelry came into the government's possession.
- **Similar auction**
- **Access to Central Office social media**

Media Relations Task Tracker

Due Date	Collateral	Drafted by	Publication	Notes
Jan. 23	Initial press release – Tease auction	Adam	First day of preview	Distribute to major markets within the region, including Atlanta, Miami and Nashville. Include photos if available.
Jan. 25	FAQ – Anticipated tough questions	Adam	N/A	Be prepared to address holding sale during shutdown (if applicable) and for whom we are selling the items
Jan. 25	Pitch letter to key media	Adam	First day of preview	

Jan. 28	Media list	Adam	N/A	Does Central Office have access to a media database?
Feb. 1	Second press release	Adam	First day auction is live	Distribute to targeted media based on response to the initial release.
TBD	Second pitch letter	Adam	One week prior to auction closing	Update on auction, remind that there is still time to bid.

Social Media activity plan

- Profiles from which to post:
 - Twitter Handles – [@US GSAR4](#) [@US GSAR11](#) (*[@USGSA?](#))
 - Facebook profile – <https://www.facebook.com/gsauctions/>, <https://www.facebook.com/GSASESB> (*[USGSA?](#))
- Schedule all posts on the GSAAuctions Fine Jewelry [Social Media Calendar](#)
- Recommended hashtags – #GSAAuctions #FineJewelry

Due Date	Collateral	Drafted by	Publication	Notes
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	<p>(COMBINED R4PPM NCRPPM #GSAAuctions #FineJewelry JEWELRY SALE)</p> <p>R4 Tweet going out 1/29/19: Give your loved one a gift they can cherish forever this Valentine's Day by bidding on #FineJewelry from designers like Cartier, Tiffany, Gucci, Chanel, Rolex and more! This #GSAAuction will run Feb 11 to Mar 1, 2019. Check out preview pages on Feb 4. https://go.usa.gov/xEkXZ (embed image of flyer)</p>			
	<p>Preview Week Content Package</p> <ul style="list-style-type: none"> • 10 tweets (twice a day) • 5 Facebook posts 	Adam/Barbara	Starting first day of preview	<p>On preview day #1, link to the press release.</p> <p>For the rest of the week, link directly to the preview.</p>
Feb. 1	<p>Week #1 Content Package</p> <ul style="list-style-type: none"> • 10 tweets (twice a day) • 5 Facebook posts 	Adam/Barbara	Begin posting when the auction goes live	

Feb. 8	<p>Week #2 Content Package</p> <ul style="list-style-type: none"> ● 10 tweets (twice a day) ● 5 Facebook posts 	Adam/Barbara	Beginning of week #2	Would it be possible to highlight popular items on the auction?
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NOTE: Additional content packages will be produced based on the continued length of the auction.

GSA Southeast Sunbelt Region
Carroll A. Campbell U.S. Courthouse Groundbreaking Ceremony
Media Action Plan

Background

On April 12, 2019, GSA Region 4 and the District of South Carolina will host a groundbreaking ceremony for the U.S. Courthouse in Greenville, South Carolina. The event includes a number of special VIP guest speakers, including the family of the late Gov. Carroll A. Campbell.

Key Personnel

- GSA
 - Kelly Haynes
 - Cynthia Edwards
 - Adam Rondcau
 - Alicia Woods

Collateral to draft – All collateral to be reviewed by Court prior to distribution; share with elected officials as needed

- Press release
- Media advisory
- Fact sheet
- Social media posts

Identified Needs

- Parking – Media parking will not be provided at this event.
- Media staging areas – A 12x4 ft. area will be marked under the tent for the media during the ceremony. Once set, media will not be allowed to move off of the platform until the speaking portion of the program is completed. After the speakers conclude their remarks, media will be escorted ahead of the VIP delegation to set up for the actual groundbreaking.
- Interview area for media availability
- Sound – A mult box for media
- Press kit materials (release, advisory, program, facility fact sheet, business cards)
- Photography/videography – Alicia Woods will be in attendance

Limiting or Unknown Factors

- Time of event - Since the event will take place on a Friday morning, it may be difficult for some broadcast outlets to send reporters. Additionally, some may opt to do a live shot and forego the ceremony portion of the event.
- Weather
- Significant possibility of on-site protests exists due to the VIP presence for the event.

VIPs

- Sen. Lindsey Graham
- Rep. William Timmons
- Administrator Emily Murphy
- Regional Administrator Brian Stern
- Mayor Knox White
- Family of Gov. Campbell

Media Availability

Provide a media availability for **Sen. Lindsey Graham** immediately following the ceremony (approximately 10-15 minutes). If the weather is conducive to having the media availability outdoors and there is no disruptive protest activity, the availability will take place near the tent.

Action Items

Task	Date Due	Status	Unit
Prepare media collateral - Press release - Media advisory	Advisory – 3-25-2019 Release – 4-1-2019	Complete Advisory – 4-1-2019 Release – 4-4-2018	OSC
Develop media list	3-1-2019	Complete	OSC
Media parking plan	3-1-2019	N/A – No parking available for media	PBS/Courts
Prepare Admin remarks	ASAP	Draft sent to CO 3-25-2019	OSC
Prepare RA remarks	4-1-2019	Complete 03-28-2019	OSC
Soft pitch preselected selected in-market media	4-5-2019	Complete Emails sent 04-5-2019	OSC
Publish media advisory	4-10-2019	Complete Sent 4-10-2019	OSC
Follow-up pitch calls	04-10-2019	Complete	OSC
Redistribute media advisory	4-12-2019	Complete	OSC

Distribute press release with photo(s)	4-12-2019	Complete	OSC
Upload photos and release onto GSA.gov	4-12-2019	Complete	OSC --- Visual Comms
Post on R4 social media and internal channels; link to the press release	4-12-2019	Complete	OSC – Visual Comms
Submit photo for internal GSA channels		Complete	OSC

Summary

This communications toolkit is designed to be used for the Bethlehem, Pennsylvania, Wilson-Kramer Army Reserve Center

Communications Goals and Objectives

1. Provide external audiences an overview of GSA's disposal process
2. Develop consistent messaging on disposal actions across GSA internal parties (Disposal staff, OSC staff, etc.)

Project Description/Background

The U.S. General Services Administration (GSA) will announce its decision to offer the Wilson-Kramer Army Reserve Center, located 2940 Airport Road, Bethlehem, Pennsylvania, to the public via a competitive public auction. The Center is a property covered by the Base Realignment and Closure (BRAC) process.

- This decision aligns with GSA's ongoing efforts to make more efficient use of the Government's real estate assets, thereby saving taxpayer dollars.
- Moving underutilized properties out of the Federal inventory allows for local use.
- GSA is using the Property Act for this disposal action.
- GSA first offers excess property to other Federal agencies. If another Federal agency identifies a need, the property can be transferred to that agency.
- If there is no further need for the property within the Federal Government, the property will be offered to state and local governments, homeless assistance groups as required by the McKinney Act, lastly offered via public auction if none of these entities have an appropriate interest.
- In Fiscal Year 2016, GSA partnered with agencies to dispose of 134 assets government-wide and generated \$28.8 million in proceeds. These disposals resulted in a reduction of 2,390,839 square feet and 4,950 acres from the Federal footprint.

Background on Decision to Pursue Disposal

Located at the southeast corner of Airport Road and Avenue A, in Bethlehem, Lehigh County, Pennsylvania, the site is in close proximity to the municipalities of Allentown and Hanover. State Highway 22 lies 0.25 mile to the south. The Lehigh Valley International Airport is on the other side of Airport Road.

Brief History of Property

Property name – Wilson-Kramer Army Reserve Center

The Army Reserve Center contains approximately 4.49 acres and is improved with an administration building of approximately 26,890 gross square feet (GSF), an organizational maintenance shop building with 2 maintenance bays and a wash rack of approximately 2,521 GSF. There is approximately 130,680 square feet of asphalt paved parking, and a portion of the perimeter is fenced.

GSA Case # 4-D-PA-0837

PBS Bldg # N/A

Address – 2940 Airport Road, Bethlehem, Pennsylvania 18017

Landholding Agency – U.S. Army Corps of Engineers

Recent use – U.S. Army Reserve Center training/administrative facility

Size – 4.5 acres

Improvements – administration building of approximately 26,890 GSF, an organizational maintenance shop building with 2 maintenance bays and wash rack of approximately 2,521 GSF. There is approximately 130,680 square feet of asphalt paved parking and a portion of the perimeter is fenced.

Environmental – asbestos, lead-based paint, pesticides, lead-contaminated dust from former use as an indoor firing range.

Date Built – 1961

Cost Avoidance – BRAC property

Announcement of Public Sale: Communications Actions

Press Plan

- GSA will contact a targeted group of local/regional reporters from print publications, TV, and radio news outlets that cover real estate in this market (Philadelphia Media Reporter/Outlet [List](#)).
- Public Affairs Officer will issue press release to local area-specific media (after appropriate notifications are completed and approvals obtained).

Social Media

- Facebook
 - POST: *Today, GSA started the public sale for the Wilson-Kramer Army Reserve Center in Bethlehem, Pennsylvania. Learn more about how you can bid on this property. ([photo/link](#))*
 - *No Twitter/Instagram support.*

Web

- Post press release to gsa.gov and/or regional page.



Press Release - Start of Public Sale



News Release
U.S. General Services Administration

For Immediate Release -- June 6, 2017

Contact: Nick Smith
nick.smith@gsa.gov
215-446-4904

GSA to Sell Wilson-Kramer Army Reserve Center via Online Auction

ATLANTA - The U.S. General Services Administration (GSA) announces the sale of the Wilson-Kramer U.S. Army Reserve Center located at 2940 Airport Road in Bethlehem, Pennsylvania. The property is being sold on behalf of the U.S. Army Corp of Engineers.

"This is an example of GSA's intent to remove properties that are no longer needed in the federal inventory," said Bob McCall, GSA's acting regional administrator. "By disposing of these properties, GSA will reduce the federal footprint, create savings for the government, and could help create economic development opportunities. Disposing of this property on behalf of the Army Corps of Engineers is just one example of the intergovernmental efforts being made each day."

About the Online Auction

- The auction opened on June 1, 2017, on RealEstateSales.gov.
- Each bidder is required to submit a bid registration fee of \$75,000, and the minimum opening bid is \$1,500,000.
- The property will be open for tours on Thursday, June 22, from 9 a.m. to 12 noon EST.
- Additional information about the property and the auction can be found online at RealEstateSales.gov.

About the Property

- The site consists of approximately 4.5 acres, with three permanent buildings.
- The property was previously used as a U.S. Army Reserve Center.

###

Tough Q & As (for internal use in responding to media questions)

Why is GSA disposing of these properties?

Property is not a GSA facility. GSA is serving as broker in this transaction.

Can you explain the disposal process?

- **This process does not apply to BRAC properties**
- Excess Property
If a Federal agency no longer needs a property to carry out its program responsibilities, it reports this property as "excess" to its needs.
- Federal Screening/Transfer
GSA first offers excess property to other Federal agencies. If another Federal agency identifies a need, the property can be transferred to that agency.
- Surplus Property
If there is no further need for the property within the Federal Government, the property is determined "surplus" and may be made available for other uses through a Public Benefit Conveyance (PBC), transfer for homeless use, or negotiated sales for public use.
 - Homeless Conveyance:
If a property is suitable to assist the homeless according to the Department of Housing and Urban Development, who must first offer the property as a Homeless Conveyance before any other public uses can be considered.
 - Public Benefit Conveyance (PBC):
As a PBC, the property can be substantially discounted in price (up to 100% reduction in fair market value) if it is used for a qualified public use.
- Notification Process (Surplus Screening):
GSA then writes to the Governor, County Executive/Clerk, Mayor of City/Town, Congressional (National and State) and any regional and metropolitan comprehensive planning agencies that may be concerned with the property's ultimate use.
- Negotiated Sale:
GSA can negotiate a sale at appraised fair market value with a state or local government if the property will be used for a public purpose. This transaction offers state or local governments the right of first refusal on a property before it is offered to the general public. As long as there is a public purpose, there is no restriction on the use of this property. A locality can purchase the site, for example, and then use it to foster economic development in the area. This approach enables the locality to use the property according to its own re-development needs. A negotiated sale can return a property to the local or state tax rolls.
- Public Sale:
If state and local governments or other eligible nonprofits do not wish – or do not qualify – to acquire the property, GSA can dispose of surplus property via a competitive sale to the public, generally through a sealed bid or auction (open cry or online). The appraised fair market value is used as a guide to sell Federal real estate.

Are there issues with the building?

***See building information above.

What is the market value of the property?

GSA appraises property as part of the disposal process; however, GSA does not release the results of appraisals. Appraisals are typically used as a benchmark when considering offers for the property. Bidders are encouraged to conduct their own due diligence regarding value and bid accordingly.

Can the buildings be parceled into sections as part of the disposal process?

The property is being offered as a whole in its entirety.

What about historic covenants for the buildings?

The buildings are determined not to be eligible for a listing on the Historic Register.

Public Auction Questions

What is the minimum opening bid?

The minimum opening bid is \$1,500,000.

What is the minimum sale amount the government will accept?

GSA does not release its minimum acceptable value. GSA contracts for a third party appraisal to determine the benchmark for sale values, and GSA makes its determination accordingly.

What if the Wilson-Kramer Army Reserve Center doesn't sell?

If no sale, property remains in Federal inventory and the Government continues to maintain the property.

When will the auction close?

GSA will announce the auction is closing when sufficient marketing efforts have been met and potential and active bidders have had a chance to inspect the property. Notice of auction closing is typically given 2-3 weeks prior and will be announced on disposal.gsa.gov and realestatesales.gov.

When will open houses be scheduled?

Dates and times for group tours will be posted on both realestatesales.gov and disposal.gsa.gov. No one will be allowed access to the property without the presence of a GSA employee or designee. Open house is scheduled for Thursday, June 22, from 9:00 a.m. to 12:00 p.m.

Open house is scheduled for Thursday, June 22, from 9:00 a.m. to 12:00 p.m.

Where can I view the live online auction?

Live online bidding can be viewed at realestatesales.gov.

Can I find out the name of the bidders?

No. At the end of the sale and after the property has been deeded, the name and address of the new owner may be released as it appears on the conveyance deed.

What about the building's condition and any issues regarding asbestos/other materials?

The property is being sold "as-is," and all bidders are invited to inspect the facility prior to submitting an offer. Non-friable asbestos is located throughout the building. Report is available online at disposal.gsa.gov or realestatesales.gov . The purchasing entity will be required to comply with all applicable laws and regulations associated with Asbestos Containing Materials (ACM).

Are there any environmental concerns with the property?

Asbestos, Lead-based Paint. Please refer to the Invitation for Bid and RealEstateSales.gov for property condition disclosures.

I'm not sure I understand the "soft close" process. When does that typically happen after the opening of bidding? Is that something GSA decides depending on the building involved? If bids are received in the 24-hour rollover period, does that rollover keep going until GSA decides to end the auction?

Soft close indicates that, while an auction is scheduled to close on a specific date, it may be extended if another bid is received within 24 hours of the scheduled close. A bid must remain unchallenged for a 24 hour period of the final close. If another bid is received within this 24 hour period, the close date will be extended for another 24 hours from the last bid received to allow for a counter-bid. The inactivity period may be less than a 24-hour period, and bidders are encouraged to pay close attention to the countdown clock on the property auction page at realestatesales.gov.

**Southeast Sunbelt Region 4
Thad Cochran U.S. Courthouse Naming Ceremony
Communication Plan**

Background

On August 9, 2018, GSA Region 4 and the U.S. District Court for the Southern District of Mississippi will host a naming event for the Thad Cochran U.S. Courthouse in Jackson Mississippi. The event includes a sign unveiling and a number of special VIP guest speakers.

Key Personnel

- GSA
 - Cynthia Edwards -- Event planner
 - Adam Rondeau -- PAO
- Southern District of Mississippi
- Thad Cochran's office

Collateral

- Press release
- Media advisory
- [Media List](#)
- Social media posts
- Fact sheet

Identified Needs

- Internal coverage (photography/videography) – May require additional OSC support for the event
- Media staging areas and parking
- Press kit materials (release, advisory, speaker bios, facility fact sheet)

Limiting or Unknown Factors

- Time of event – Since the event will take place later in the afternoon, it may be difficult for some broadcast outlets to send reporters. Additionally, some may opt to do a live shot and forego the ceremony portion of the event.
- Weather – Both the unveiling and the ceremony will be outdoors.

Media Availability

- Senator Cochran will not be available for media interviews.
- Senators Hyde-Smith and Wicker and Governor Bryant immediately following the unveiling (approximately 10 minutes)
- All elected officials and Chief Judge following the ceremony in the rotunda.

Action Items

Task	Date Due	Status	Unit
Prepare media collateral - Press release - Media advisory - Gather bios - Fact sheet	07-28-2018	Complete	OSC
Develop media list	08-03-2018	Complete	OSC
Media parking plan	TBD	Complete	PBS/Courts
Soft pitch preselected in-market media	08-06-2018	Complete	OSC
Construct media kits	08-07-2018	Complete	OSC
Distribute media advisory	08-07-2018	Complete	OSC
Follow-up pitch calls	08-09-2018	Complete	OSC
Distribute press release with photo(s)	08-09-2018	Complete	OSC
Upload photos and release onto GSA.gov	08-09-2018	Complete	OSC --- Visual Comms
Post on R4 social media and internal channels; link to the press release	08-09-2018	Complete	OSC – Visual Comms

FOR IMMEDIATE RELEASE

August 9, 2018

Contact: Adam Rondeau
Phone: (470) 495-7496
Email: adam.rondeau@gsa.gov

Former Senator Thad Cochran honored at courthouse naming ceremony

ATLANTA—More than 300 guests gathered on the steps of the U.S. Courthouse in Jackson, Mississippi, today for a special ceremony to change the name of the building in honor of retired Mississippi Senator Thad Cochran.

Flanked by his family, Mississippi Governor Phil Bryant, Senators Cindy Hyde-Smith and Roger Wicker and judges from the Southern District of Mississippi, Senator Cochran kicked off the celebration by unveiling the new sign adorning the now-designated Thad Cochran U.S. Courthouse.

“The people of Mississippi gave me the privilege of representing them in Washington. As a United States senator, I took seriously my responsibilities to the federal judiciary and its role in the lives of the people,” Senator Cochran said. “I am humbled by and appreciate this honor.”

Completed in 2010, the nearly 392,000 gross-square-foot courthouse serves as home for the U.S. District Court for the Southern District of Mississippi. The facility includes 12 courtrooms, 15 judges' chambers and three court of appeals' chambers. In March, Congress approved naming the facility to honor Senator Cochran's legacy of public service.

“Thad Cochran had a hand in selecting every Article III judge now serving in Mississippi and championed the construction of this courthouse,” said Chief Judge Daniel P. Jordan III of the Southern District of Mississippi. “Naming it for him is a fitting tribute.”

“Senator Cochran played an important role in acquiring funding for the Jackson courthouse, so naming this courthouse after him is the right way to honor his many years of service on behalf of the people of Mississippi and the nation as a whole,” said Michael Gelber, deputy commission with the U.S. General Services Administration's Public Buildings Service. “Thank you to everyone who joined us to celebrate the senator's life and accomplishments.”

Following the unveiling of the sign, guests gathered in the courthouse rotunda to hear speakers share stories of their experiences with Senator Cochran and to express their appreciation for his work on Capitol Hill. Senator Wicker provided the keynote address during the program.

###

Media Advisory

FOR PLANNING PURPOSES

August 2, 2018

Contact: Adam Rondeau
adam.rondeau@gov

**GSA and Southern District of Mississippi to host sign unveiling for
the Thad Cochran Courthouse in Jackson, Mississippi**

Former Senator Thad Cochran and his family will join the U.S. General Services Administration (GSA) and the U.S. District Court for the Southern District of Mississippi to unveil the new sign for the Thad Cochran U.S. Courthouse in Jackson, Mississippi. Following the unveiling, a special ceremony will be held in the courthouse rotunda honoring Senator Cochran's work in service to the people of Mississippi and the nation as a whole.

Who: Former U.S. Senator Thad Cochran and his family*
Mississippi Governor Phil Bryant
U.S. Senator Cindy Hyde-Smith
U.S. Senator Roger Wicker
Chief Judge Daniel P. Jordan III, Southern District of Mississippi
Michael Gelber, Deputy Commissioner, GSA Public Buildings Service

**Senator Cochran will not be providing interviews on the day of the event.*

When: Thursday, August 9 at 3:30 p.m. CST

Where: Courthouse main entrance
501 East Court Street
Jackson, Mississippi 39201

RSVP: Media must RSVP to Adam Rondeau at adam.rondeau@gsa.gov by August 9 at 12 noon and provide the names and contact information for those attending the event. Members of the media should arrive no later than 3 p.m. CST on the day of the event.

R5 Communications Plan

Joliet, IL Public Auction, Sale/Lot Number: CHICA122002001

<https://Realestatesales.gov>

<i>Office</i>	<i>Name, Date, Time of Approver</i>
R5 Disposal	Rich Balsano; 2/24/22; 3:55 PM
R5 PBS	Jennifer Enyart
OSC	

Roll-out:

Feb. 25, 2022

Background:

Located at 1101 Mills Road, Will County, Joliet, Illinois, the property was purchased by the DOL in 1984 and consists of 25.53 acres including 0.69 right of way acres and associated improvements. The 25.53 acres is part of the original 58.52-acre purchase from the Regional Board of School Trustees of Will County, Illinois. The property includes two 50 SF former stone ticket booths, one 3,140 SF storage building and bleachers totaling 3,240 GSF.

The auction starts on March 1, 2022 at 2 p.m. CT, and the starting bid is \$100,000.

(b)(5)

Outlet	Email
CoStar	(b)(6)@costar.com
Joliet Chamber of Commerce	(b)(6)@jolietchamber.com
City of Joliet	(b)(6)@jolietcity.org
Chicago Tribune	(b)(6)@chicagotribune.com
Block Club	(b)(6)@blockclubchi.org
Crain's	(b)(6)@crain.com
Chicago Sun Times	(b)(6)@suntimes.com

NBC Chicago	(b)(6)@gmail.com
Joliet Patch	(b)@patch.com
Daily Herald submission page (submit directly on page, do not email)	https://www.dailyherald.com/share/
Illinois Real Estate Journal	(b)(6)@rejournal.com
Midwest Real Estate News Online	drafter@rejournal.com
FacilitiesNet	(b)(6)@tradepress.com
Chicago Real Estate Blog	(b)(6)@dreamtown.com
Chicagoland Chamber of Commerce	communications@chicagolandchamber.org
Bolingbrook Chamber of Commerce	info@bolingbrookchamber.org
Arlington Heights Chamber of Commerce	info@arlingtonhcc.com
Evanston Chamber of Commerce	info@evchamber.com
Aurora Chamber of Commerce	info@aurorachamber.com
Naperville Chamber of Commerce	chamber@naperville.net
Elgin Chamber of Commerce	info@elginchamber.com
Schaumburg Chamber of Commerce	info@schaumburgbusiness.com
Lockport Chamber of Commerce	office@lockportchamber.com
New Lenox Chamber of Commerce	emily@newlenoxchamber.com
ABC 7	(b)(6)@abc.com
CBS	cbschicagotips@cbs.com
Fox	(b)(6)@foxnews.com
WGN	(b)(6)@wgntv.com
WKSC-FM	(b)(6)@iheartmedia.com
Naperville Sun & Elgin Courier News	(b)(6)@tribpub.com
La La Raza	agenda@laraza.com
La Prensa	laprensachicago@hotmail.com
Hoy	hola@vivelohoy.com
Daily Chronicle	news@daily-chronicle.com
El Dia	eldia@eldianewschicago.com
Kane County Chronicle	editorial@kcchronicle.com
Mix Mornings- WTMX-FM	ericmorningmix@wtmx.com
WBEZ-FM - Reset	reset@wbez.org
WBBM News radio	wbbmnewsradioweb@entercom.com

WGN Outside the Loop	comments@wgnradio.com
IL Radio network	info@franklinnews.org
Herald News, Joliet	news@theherald-news.com

Top Messages & Talking Points on Disposal Action

Joliet auction IFB

- GSA is undertaking the disposal of this property through the Property Act disposal process.
- GSA's ongoing disposal efforts are helping to make more efficient use of our real estate assets, thereby saving taxpayer dollars and creating economic development opportunities in our communities.
- GSA strategically uses its resources to carry out disposal actions that help spur economic development opportunities within communities across the nation. These practices have helped reduce the federal real estate footprint and create savings on behalf of the American people.
- GSA has increased its efforts to help federal agencies identify unneeded properties and move them into the disposal process.
- The public sale of the DOL recreation land in Joliet, Illinois, is the latest action in our ongoing efforts to get excess federal facilities off our books while creating the greatest possible value for taxpayers.
- In fiscal year 2021, GSA partnered with agencies to dispose of 96 assets government-wide and generated \$97.14 million in proceeds.
- Since FY 2017, GSA has completed 627 disposal transactions, which have generated \$553.4 million in proceeds and eliminated more than 8,680 acres of excess land.

Social Media

(b)(5)

- Facebook (use Tanya's graphic)
 - In the market for some land? How about ± 25 acres in Joliet, Illinois? The auction starts on March 1, 2 p.m. CT, with a starting bid of \$100,000. Learn more here: <https://go.usa.gov/xttZV>.
- Twitter (use Tanya's graphic)
 - The countdown to our latest auction has started. With a starting bid of \$100,000, you can bid on ± 25 acres in Joliet, Illinois, starting on March 1, 2 p.m. CT. Learn more here: <https://go.usa.gov/xttZV>. #RealEstate

(b)(5)

- Facebook (use graphic Martha created)
 - The auction has started! Learn more and register here:
<https://go.usa.gov/xttZV>.
- Twitter (use graphic Martha created):
 - Our auction in Joliet, Illinois, has started! Learn more and register here:
<https://go.usa.gov/xttZV>. #RealEstate

Images/Graphic

Title: Department of Labor Job Corps Recreational Land, Joliet, IL

Property description: Located at 1101 Mills Road, Joliet, Illinois, the property is 25.53 acres including 0.69 right-of-way acres and associated improvements, two 50-square-foot former stone ticket booths, one 3,140-square-foot storage building, and bleachers totaling 3,240 gross square feet.

Auction info:

Opens March 1, 2 p.m. CT

Registration deposit: \$10,000

Starting bid: \$100,000

Bid increments: \$5,000

End date: Based on bidding





AUCTION			DEPARTMENT OF LABOR JOB CORPS RECREATIONAL LAND JOLIET, IL
	<p>PROPERTY DESCRIPTION: Located at 1101 Mills Road, Joliet, Illinois, the property is 25.53 acres including 0.69 right-of-way acres and associated improvements, two 50-square-foot stone ticket booths, one 3,140-square-foot storage building, and bleachers totaling 3,240 gross square feet.</p>		<p>AUCTION INFO: OPENS MARCH 1, 2 P.M. CT Registration deposit: \$10,000 Starting bid: \$100,000 Bid increments: \$5,000 End date: Based on bidding</p>

Press Release

(b)(5)



GSA Great Lakes Region

Date: Feb. 28, 2022
Contact: tanya.schusler@gsa.gov

Auction for U.S. Department of Labor property opens to bidders

CHICAGO – The U.S. General Services Administration announces the opening of a public auction for 1101 Mills Road, Joliet, Illinois, on March 1 at 2 p.m. CT. Through this auction, GSA seeks to find a new owner for the property while creating the greatest possible value for taxpayers.

This public sale is an example of the federal government's continued efforts to reduce its inventory of properties. GSA is facilitating the disposal of this property, which ultimately will help reduce the federal real estate footprint and create savings for taxpayers.

Site Details

- Located at 1101 Mills Road, Joliet, Illinois
- The property is 25.53 acres including 0.69 right-of-way acres and associated improvements, two 50-square-foot former stone ticket booths, one 3,140-square-foot storage building, and bleachers totaling 3,240 gross square feet.

About the Auction

- As part of GSA's role in removing excess federal facilities from the government's inventory while creating the greatest possible value for taxpayers, GSA is offering the property to the public through an online auction.
- Interested bidders will need to complete an online registration form and submit a registration deposit of \$10,000.
- The starting bid is \$100,000, which does not represent the actual value of the site.
- Additional information on the property, the auction, and the open houses can be found at www.realestatesales.gov.

About GSA: GSA provides centralized procurement for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet and overseeing approximately \$75 billion in annual contracts. GSA's mission is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government, in support of the Biden-Harris administration's priorities. For more information, visit GSA.gov and follow us at [@USGSA](https://twitter.com/USGSA).

###

Background on the process for getting a property removed from the federal government real estate inventory:

- GSA provides a range of solutions to help federal agencies put their unneeded or underutilized real property to new uses. Our comprehensive services range from evaluating the existing use of a property, along with its potential use and valuation, to marketing and selling real estate.
- In addition to managing our own inventory, GSA has authority to dispose of other properties government-wide once agencies identify them as excess to their needs; however, there are a number of other agencies that have their own disposal authority.
- There is a process GSA has to follow, by law, to move property out of federal ownership.

- Once a property is reported excess, it goes through a federal screening to determine if there is a federal need for the facility; if there is no need, the property becomes surplus.
- GSA is required by law to coordinate with other federal agencies to determine if surplus federal property is suitable or available for use to assist the homeless. If the property is not suitable for homeless use, GSA proceeds with the disposal action. GSA also screens for other public benefit conveyance opportunities, such as educational institutions, parklands and recreational use.
- Federal environmental and historic preservation reviews are also required.
- After these considerations, properties can then be sold to private entities.
- Federal agencies have excess assets that have unique challenges, for example, a building may be located on a federal campus behind a secure perimeter, have environmental issues that restrict reuse options, and historic significance that also limits disposal and reuse options.

Tough Q & As (for internal use to respond to questions)

Why is GSA disposing of these properties?

GSA is facilitating the disposal of this property, which ultimately will help reduce the federal real estate footprint and create valuable savings for the government.

Are there issues with the building?

**refer to IFB

What is the market value of the property?

GSA routinely appraises property as part of the disposal process; however, GSA does not release the results of appraisals. Appraisals are typically used as a benchmark when considering offers for the property. Bidders are encouraged to conduct their own due diligence regarding value and bid accordingly.

Can the buildings be parceled into sections as part of the disposal process?

This property will not be parceled by the government. GSA will leave such actions and decisions to the private sector once it is sold.

Public Auction Questions

What is the minimum sale amount the Government will accept?

GSA does not release our minimum acceptable value. GSA contracts for a third party appraisal to determine the benchmark for our sale values and we make our determination accordingly.

What is the estimated value of the property?

Properties are appraised via an independent appraisal; however, the government does not share this information pursuant to regulation.

What if the property doesn't sell?

If no bids are received for the property, or if the high bid is not accepted, GSA would evaluate next steps, which could include putting the property up for sale again.

GSA has a high success rate at conveying property and will use this expertise to ensure the sale of this property is also a success.

What will GSA do to ensure the bidder is legitimate?

Any bidders will need to complete an online registration form and submit a registration deposit of \$10,000.

When will the auction close?

GSA will announce when the auction is closing when sufficient marketing efforts have been met and potential and active bidders have had a chance to inspect the property. Notice of auction closing is typically given 1-2 weeks prior and will be announced on www.realestatesales.gov.

When will open houses be scheduled?

Dates and times for property inspection will be posted on both <http://realestatesales.gov> and <https://propertydisposal.gsa.gov> one week before they are scheduled to be held. Parties interested in participating in the inspections must email or fax the full name, telephone number, and email address of persons that will attend to Lisa Tangney at least 24 hours prior to the scheduled tour. Special accommodations to view the property will not be made outside of the dates and times provided. No one will be allowed access to the property without the presence of a GSA employee or designee.

Where can I view the live online auction?

Live online bidding can be viewed at <http://realestatesales.gov>.

Can I find out the name of the bidders?

No, at the end of the sale and after the property has been deeded the name and address of the new owner may be released as it appears on the conveyance deed.

Are there any environmental concerns with the property?

**refer to IFB

I'm not sure I understand the "soft close" process. When does that typically happen after the opening of bidding? Is that something GSA decides depending on the building involved? If bids are received in the 24-hour rollover period, does that rollover keep going until GSA decides to end the auction?

GSA will announce when the auction is closing when sufficient marketing efforts have been met and potential and active bidders have had a chance to inspect the property. Notice will be posted on the GSA sale website 1-2 weeks prior to closing. Inspection date and hours will be posted on the website.

Soft close indicates that, while an auction is scheduled to close on a specific date, it may be

extended if another bid is received within 24 hours of the scheduled close. A bid must remain unchallenged for a 24-hour period of the final close. If another bid is received within this 24-hour period, the close date will be extended for another 24 hours from the last bid received, to allow for another counter-bid. The inactivity period may be less than a 24-hour period and bidders are encouraged to pay close attention to the countdown clock on the property action page www.realestatesales.gov.

Where do the funds go once the sale closes?

Any funds would be remitted to the Land and Water Conservation Fund.

R5 Communications Plan

Keweenaw Lower Entrance Light

March 2022

FINAL

<i>Office</i>	<i>Name, Date, Time of Approver</i>
R5 Disposal	Rich Balsano, 3/25/22, 8:45 AM
R5 PBS	Jennifer Enyart for 5P 3/15/22 8:56am
OSC	

Roll-out:

March 25, 2022

Press Plan:

(b)(5)

Outlet	Email
CoStar	(b)(6)@costar.com
WHWL-FM	whwl@whwl.net
WFXD-FM	contact@wfxd.com
WNMU-FM	(b)(6)@nmu.edu
The Mining Gazette	(b)(6)@mininggazette.com
TV 6 News	tv6news@wluctv6.com
Cheboygan Daily News	(b)(6)@gannett.com
Ishpeming-Negaunee Chamber of Commerce	(b)(6)@gmail.com
Lake Superior Community Partnership	lscp@marquette.org
Alger County Chamber of Commerce	info@algercountychamber.com
Keweenaw Chamber of Commerce	info@keweenaw.org
City of Marquette	manager@marquettemi.gov
City of Negaunee	(b)(6)@cityofnegaunee.com
City of Houghton	info@cityofhoughton.com
MLive	munews@mlive.com

Michigan Radio	michigan.radio@umich.edu
Detroit Free Press	(b)(6)@freepress.com
Petoskey News	(b)(6)@petoskeynews.com
Northern Michigan Land Brokers	northernmichiganland@gmail.com
Midwest Real Estate News Online	drafter@rejournal.com
Michigan AP regional	(b)(6)@ap.org
Michigan AP regional	(b)(6)@ap.org

Social Media

- (b)(5)
 - Facebook (use graphic)
 - At GSA Region 5, spring weather means lots of wonderful things, including lighthouse season! We're kicking off the season with our first notice of availability for the Keweenaw Lower Entrance Light in Houghton County in the Upper Peninsula of Michigan. <https://go.usa.gov/xz7K9>
 - Twitter (use graphic):
 - It's our first notice of availability of the season for a lighthouse! Learn about the Keweenaw Lower Entrance Light in Houghton County in the Upper Peninsula of Michigan: <https://go.usa.gov/xz7K9>. #RealEstate
- Publish reminder posts:
 - (b)(5)
 - TW (use photo)
 - With less than a month left on this lighthouse notice of availability, it's time to submit your letter of interest! <https://go.usa.gov/xz7K9> #RealEstate
 - (b)(5)
 - FB (use graphic)
 - Don't miss out on this opportunity! The countdown to submit a letter of interest for this lighthouse has begun, and only a few days are left. <https://go.usa.gov/xz7K9>
 - TW (use graphic)
 - Don't miss out on this opportunity! The countdown to submit a letter of interest for this lighthouse has begun, and only a few days are left. <https://go.usa.gov/xz7K9> #RealEstate

GSA NOTICE OF AVAILABILITY



KEWEENAW LOWER ENTRANCE LIGHT

PROPERTY DESCRIPTION:

- White octagonal tower on a concrete pier head. The lighthouse is 68-feet tall.
- May be used for education, park, recreation, cultural or historic preservation purposes.
- If interested, respond with a letter of interest by **May 23, 2022**, to luka.barrett@gsa.gov.

LOCATION:
Lake Superior, Keweenaw Bay, Houghton County, Michigan
N 46° 58' 07.986", W 88° 25' 51.561"

Press Release

(b)(5)



GSA Great Lakes Region

Date: March 25, 2022

Contact: tanya.schusler@gsa.gov

GSA announces Notice of Availability for the Keweenaw Lower Entrance Light in Houghton County, Michigan

CHICAGO – On March 22, 2022, a [Notice of Availability on the Keweenaw Lower Entrance Light](#) on Lake Superior in Houghton County, Michigan, announced that the light has been determined to be excess to the needs of the U.S. Coast Guard, Department of Homeland Security.

Pursuant to the National Historic Lighthouse Preservation Act of 2000, 4 U.S.C.305102 (NHLPA), this property is now being made available at no cost to eligible entities defined as:

- Federal agencies
- State and local agencies
- Non-profit corporations
- Educational agencies or community development organizations for educational purposes
- Park, recreational, cultural, or historic preservation purposes

The Keweenaw Lower Entrance Light is a white, octagonal, 68-foot-tall tower on a concrete pierhead. The light station is eligible for listing in the National Register of Historic Places and must be maintained according to the Secretary of Interior's Standards for Rehabilitation.

The light station is located on a U.S. Army Corps of Engineers navigational structure such as a breakwater, jetty or pier. For access to and utilization of the light station, the selected steward must obtain the required authorization from the U.S. COE district office having jurisdiction for the navigational structure.

Any eligible entity with an interest in acquiring the property for a use consistent with the purposes stated above should submit a letter of interest to the address below within 60 days from the date of the notice.

Letters of interest should include:

- Name of property
- Name of eligible entity
- Point of contact, title, address, phone and email
- Non-profit agencies must provide a copy of their state-certified articles of incorporation before the end of the 60-day notice period.

Eligible entities which submit a letter of interest will be sent an application from the U.S. Department of the Interior, National Park Service, and given an opportunity to inspect the property. Building inspectors and/or contractors may accompany the applicant on the inspection. The application is due within 90 days from the date of the site inspection.

The NPS will review all applications submitted and may recommend a steward to receive the property. If a recommendation is made, the General Services Administration will complete the conveyance to the selected steward with a quitclaim deed. Pursuant to Section 309 of the NHLPA, the property will be sold if it is not transferred to a public body or non-profit organization.

Letters of interest should be directed to:

Mr. Luke Barrett
luke.barrett@gsa.gov
U.S. General Services Administration

Real Property Utilization and Disposal Division
230 South Dearborn Street, Room 3774
Chicago, Illinois 60604

The marketing and sales effort is being handled by GSA's New England Region Real Property Utilization and Disposal Division. The division provides realty services to federal agencies throughout the region, as well as in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Puerto Rico and the Virgin Islands.

About GSA: GSA provides centralized procurement for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet and overseeing approximately \$75 billion in annual contracts. GSA's mission is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government, in support of the Biden-Harris administration's priorities. For more information, visit [GSA.gov](https://www.gsa.gov) and follow us at [@USGSA](https://twitter.com/USGSA).

###

Clips

- <https://www.uppermichiganssource.com/2022/03/25/notice-availability-published-keweenaw-lower-entrance-light-houghton-county/>
- <https://www.mininggazette.com/news/2022/03/keweenaw-waterway-lower-entry-light-available-states-gsa/>
- <http://www.keweenawreport.com/news/local-news/portage-entry-light-available-again/>

Media Communication Plan
Ashley USCH Modernization & Annex Groundbreaking Event
July 15, 2021
11 a.m.-11:45 a.m.

<i>Office</i>	<i>Name, date, time</i>
R5 PBS	
OCIA	
PBS Central Office	
OSC	

Roll out: Thursday, July 15, 2021

Purpose of Event:

The General Services Administration (GSA), along with the U.S. Courts, U.S. Congresswoman Marcy Kaptur, U.S. Congressman Latta, and Toledo Mayor Kapszukiewicz will hold a groundbreaking event to announce the start of construction for the modernization and annex to the Ashley federal courthouse in Toledo, Ohio.

[Background/History of Project](#)

(Media advisory -- DONE-- distributed on July 12, 2021 -- [media list](#))



July 12, 2021

Contact: press@gsa.gov

Media Advisory

**GSA Bolsters Economic Recovery With Modernization and Annex Groundbreaking Event
for Ashley U.S. Courthouse in Toledo, Ohio**

TOLEDO, OHIO - The U.S. District Court for the Northern District of Ohio along with the U.S. General Services Administration (GSA) and several government officials will join together for a groundbreaking ceremony at the Ashley Courthouse in Toledo, Ohio. The modernization and annex projects will provide the judiciary with improved facilities to help them fulfill their mission.

Who: Chief Judge Patricia Gaughan
 Judge Jeffrey Helmick
 Nina Albert, GSA Commissioner, Public Buildings Service
 Allison Azevedo, GSA Deputy Commissioner, Public Buildings Service
 Congresswoman Marcy Kaptur
 Congressman Robert Latta
 Toledo Mayor Wade Kapszukiewicz

When: Thursday, July 15, 2021 at 11 a.m. ET

Where: 1716 Spielbusch Ave, Toledo, Ohio 43604

RSVP: Media should RSVP to Tanya Schusler at tanya.schusler@gsa.gov and arrive by 10:45 a.m. ET on the day of the event. The event will take place outdoors on Constitution Avenue. Parking is available in the construction staging area north of Constitution Avenue, accessed to the east via Erie St. and will be marked.

###

Media in attendance

Outlet	POC	Contact Info	Other Info
ABC 13	(b)(6)	419-534-3858	
The Blade	(b)(6)	(419) 724-6089	
CBS 11	(b)(6)		
NBC 24	(b)(6)	(b)(6) @nbc24.c City	

Press Release



July 17, 2021

Contact: press@gsa.gov

GSA PBS Commissioner Nina Albert Joins Federal and Local Leaders for Groundbreaking of Construction Projects at Courthouse in Toledo, Ohio

Renovations of the historic Ashley U.S. Courthouse begin this summer

TOLEDO, OHIO -- Officials from the U.S. District Court for the Northern District of Ohio, the U.S. General Services Administration (GSA) Public Building Service (PBS) Commissioner Nina Albert, U.S. Congresswoman Marcy Kaptur, U.S. Congressman Robert Latta and Toledo Mayor Wade Kapszukiewicz gathered on July 15 for a groundbreaking ceremony for the historic [Ashley U.S. Courthouse](#), which will be modernized and expanded with an annex.

"This project groundbreaking marks the beginning of the end of the court's 20-year quest to provide a safe, inviting and dignified setting for the people of Northwest Ohio, and as well for the court's employees in carrying out our mission to adjudicate grievances, enforce the rule of law, and celebrate and welcome our new citizens," said Judge Jeffrey Helmick. "The project marks another important chapter in the U.S. Court's successful ongoing partnership with the U.S. General Services Administration in delivering facilities appropriate to the court's mission and befitting the Third Branch."

General project details:

- The annex will house the U.S. District Court and U.S. Marshal Service. The modernized Ashley building will house the U.S. Bankruptcy Court, Probation Pretrial, GSA and other agencies.
- Annex construction is set to be completed by Spring 2023.
- Ashley Courthouse renovation is set to be completed by Fall 2024.
The project is pursuing a minimum of LEED Gold certification and a minimum of SITES Silver rating.

"The Toledo U.S. Courthouse and annex project represents the best of what is possible when federal, state and local governments work together with the private sector for the residents of Toledo and the American people," said GSA Public Buildings Service Commissioner Nina Albert. "As an anchor on Toledo's Civic Center Mall, this project demonstrates how we are building back better, using this house of justice to create jobs and opportunities for the downtown area."

The Ashley U.S. Courthouse is located on the northern end of Toledo's Civic Mall and has four stories and a basement. Designed in the Beaux Art Classicism style of architecture, the building's significant features include a two-story exterior stone colonnade and decorative public corridors and lobbies with terrazzo floors, marble wall veneers, bronze door frames and decorative plaster panels. The courthouse was built in 1932 and has not had a comprehensive renovation or major remodeling completed in its history.

"Sustainment and progress for our nation require sacrifice, high learning, great effort and ongoing cooperation among our people," said Congresswoman Marcy Kaptur. "Let us hope this citadel of justice will be arrayed in such a manner so as to inspire the thousands of people who will pass this way along our Civic Mall. Let this site bring greater understanding of our nation's pluralistic history so our people are inspired to rededicate themselves squarely to "Liberty and Justice for All." After nearly two decades of sustained effort to achieve this project, we all better understand the meaning of the word perseverance. Thank you to every freedom lover who has made this day possible. Onward Justice. Onward America."

"I am honored to join our community to celebrate the groundbreaking of the Ashley U.S. Courthouse annex," said Congressman Robert Latta. "This addition, and other updates to our historic courthouse, will help meet the needs of our judicial system and will be a physical reminder of the importance of judicial transparency. Thank you to all who have been, and will be, involved in completing this project. This design is a great tribute to the Glass City."

"When plans were unveiled for the new annex at the James M. Ashley and Thomas W.L. Ashley U.S. Courthouse, I was excited to see the glass design would pay tribute to Toledo's historic role in the glass industry. It will also be a modern and beautiful building, helping to continue the evolution of an important part of downtown," said Toledo Mayor Wade Kapszukiewicz.

###

About GSA: GSA provides centralized procurement for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet and overseeing approximately \$75 billion in annual contracts. GSA's mission is to deliver the best value in real estate, acquisition and technology services across government, in support of the Biden-Harris administration's priorities. For more information, visit [GSA.gov](https://www.gsa.gov) and follow us at [@USGSA](https://twitter.com/USGSA) and [@GSAGreatLakes](https://twitter.com/GSAGreatLakes).

Program

- 11:00 a.m.** **Master of Ceremonies**
 Jeffrey Helmick
 U.S. District Judge, Northern District of Ohio
- 11:02 a.m.** **Pledge of Allegiance**

- Patricia A. Gaughan (pronounced: gone)
Chief Judge
- 11:05 a.m. Welcome to Toledo**
Wade Kapszukiewicz (pronounced: cap-suh-ka-wich)
Mayor, City of Toledo
- 11:10 a.m. Recognition of Dignitaries and Project Video**
Jeffrey Helmick
- 11:15 a.m. Remarks**
U.S. Congresswoman Marcy Kaptur
9th District of Ohio
- 11:20 a.m. Remarks**
U.S. Congressman Robert Latta
5th District of Ohio
- 11:25 a.m. Remarks**
Nina Albert
Commissioner, Public Buildings Service, U.S.
General Services Administration
- 11:30 a.m. Closing Remarks**
Judge Jeffrey Helmick
- 11:35 a.m. Groundbreaking Pictures**

Political Shovel Picture: Congresswoman Kaptur, Congressman Latta, Mayor Kapszukiewicz, Commissioner Nina Albert, Deputy Commissioner Allison Azevedo, Judge Helmick, Judge Gaughan, Judge Whipple

Judges Shovel Picture: Judge Helmick, Judge Knepp II, Judge Whipple, Judge Gustafson, Judge Clay, Judge Gaughan, (others in attendance)

GSA Team Picture: John Caswell, Michael Krueger, Rachel Pellegrini, Allison Azevedo, Nina Albert, Charles Hardy, Mariah McGunigle, Tanya Schusler, (others in attendance)

Global Project Team Picture: Courts team, Contractors, GSA project team, tenants.

- 11:45 a.m. Conclude and begin media interviews**

Social Media:

Twitter:

- Honored and proud to have helped Toledo's Ashley Courthouse this week with a groundbreaking ceremony for their annex and modernization projects. Teamwork at its finest! INSERT 1 PIC

Facebook:

- We're honored and proud to have helped Toledo's Ashley Courthouse this week with a groundbreaking ceremony for their annex and modernization projects. Teamwork at its finest! Stay tuned for completion of the annex in 2023 and renovation in 2024. INSERT 2 PICS

Article:

Ashley U.S. Courthouse project kicks off with groundbreaking ceremony

Local and federal government leaders convened on July 15 at the Ashley U.S. Courthouse in Toledo, Ohio, for a groundbreaking ceremony to kick off renovation and annex projects for the courthouse.

The General Services Administration's new Public Buildings Service commissioner, Nina Albert, gave remarks along with U.S. Congresswoman Marcy Kaptur, Ashley Courthouse Judge Jeffrey Helmick, U.S. Congressman Robert Latta and Toledo Mayor Wade Kapszukiewicz. The GSA project team and its contractors also joined the celebration.

"The Toledo U.S. Courthouse and annex project represents the best of what is possible when federal, state and local governments work together with the private sector for the residents of Toledo and the American people," said Albert. "As an anchor on Toledo's Civic Center Mall, this project demonstrates how we are building back better, using this house of justice to create jobs and opportunities for the downtown area."

With a project budget of \$86 million, the Ashley Courthouse will receive a 96,000-square-foot adjoining annex and upgrades to the existing historic building, including a newly redesigned lobby. The proposed design includes solar array panels and meets GSA's energy and greenhouse gas reduction goals.

Construction of the annex is slated for completion in 2023, and the renovation and upgrades of the existing courthouse completed in 2024. The projects will preserve the history and architecture of the building while helping revitalize downtown Toledo and the Civic Center Mall.

"When plans were unveiled for the new annex at the James M. Ashley and Thomas W.L. Ashley U.S. Courthouse, I was excited to see the glass design would pay tribute to Toledo's historic role in the glass industry," said Toledo Mayor Wade Kapszukiewicz during his remarks. "It will also be a modern and beautiful building, helping to continue the evolution of an important part of downtown."

"We're pleased to be at this moment in the project's history," said GSA Project Manager Michael Krueger. "It's been a great opportunity to work with our government partners to deliver what the Ashley Courthouse staff need to meet their mission."

Possible Q and A

(b)(5)



Stories:

<https://news.yahoo.com/groundbreaking-signals-ceremonial-beginning-federal-030400310.html?guccounter=1>

<https://nbc24.com/newsletter-daily/ashley-courthouse-in-downtown-toledo-to-be-renovated-expanded>

Communication Plan - FBI Central Records Complex (CRC) DB Award

<i>Office</i>	<i>Name, Date, Time (ET)</i>
R3 PBS	DB: 4/5/17 3:53PM
R3 OSC	BWH: 4/7/17 2:15PM
OCIA	
PBS	MGelber 04132017 18:41 eastern
OSC	

Approval Deadline: Friday, April 7, 2017

****DRAFT - FOR INTERNAL USE ONLY ****

(b)(5)





Reviewed/Approved

Office	Name, date, time
Project Manager	Joseph Mulligan - 5P2DA , 4/12/21 @ 10:58AM
R5 PBS Division Sponsor Lucrezia Patruno	Lucrezia Patruno - 5P2D, 8/10/2022 @ 3:59PM
R5 PBS: Rob Green and Jennifer Enyart	
R5 OSC Bruce Hall	BWH 4/17/23 @10:17a
PBS CO David Frye	
OCIA Andrew Blaylock	
OSC	

Chicago State Street Demolition Project Communications Plan 2022

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Purpose

This plan provides building and project information to inform stakeholders and other audiences. The communication plan provides a framework to manage and coordinate the wide variety of communications activities that will need to take place during this effort. It also details who will receive the communications, how the communications will be delivered, what information will be communicated, who communicates, and the frequency of the communications. The plan will be updated as the project progresses and messages evolve.

Project Description/Background

In FY 2005, Congress authorized \$53,170,000 for GSA to acquire a 1.3 acre site along downtown Chicago's State Street retail corridor, adjacent to the Everett McKinley Dirksen (EMD) Federal Building and U.S. Courthouse. The intent was to provide for future expansion needs at the Chicago Federal Center, reduce increasing dependence on leasing to meet federal agency space requirements, and increase the perimeter security of the Courthouse.

In July 2007, GSA completed the site acquisition. The entire site is bordered by Adams Street on the north, Jackson Boulevard on the south, State Street on the east, and, to the west, the Dirksen Courthouse and privately-owned historic Berghoff Restaurant Company properties, which have housed its restaurant operations for more than 100 years. The site is bisected by the former Quincy Court to form a north site and a south site. Quincy Court and a service alley now owned by the federal government still provide private vehicular rights-of-way for delivery access critical to the operation of the Berghoff restaurant. In addition, a public pedway serving the city's State Street and Dearborn Street subway system runs beneath Quincy Court.

In the decade since the acquisition, GSA has completed capital improvements to a mid-rise building located at 11 W. Quincy Ct. (formerly 10 W. Jackson) on the south site to permit occupancy by federal tenants on the upper five floors, as well as retail outleasing on the ground floor. In addition, the other two buildings on the south site are outleased or available for use by a variety of commercial tenants.

The north site includes four parcels. Each parcel is improved with a building (202, 212, 214 and 220 South State Street). The buildings were constructed between 1888 and 1920 and vary in size from about 7,000 gross square feet (GSF) to 198,000 GSF. The north site properties were acquired in much poorer condition than the south site properties and were completely vacated by June 2014 due to serious life-safety issues. Protective scaffolding now completely surrounds the site to protect pedestrians from any falling debris from deteriorating facades.

No capital funding has been secured for the construction of a new federal building as initially envisioned due to decreasing federal needs, high construction cost and low return on investment.

In early 2017, the City of Chicago proposed to purchase the State Street property with the intention of selling it to a developer who was identified through a competitive Request for Proposal process administered by the City. The developer's plans involved a residential conversion of the property comprised of 429 studio/1-bedroom units and retail space at the base. The proposed total investment was \$141 million. The City officially notified GSA that it was no longer interested in the proposal on Sept. 17, 2019.

The [Consolidated Appropriations Act, 2022, House Amendment to Senate Amendment to H.R. 2471](#), signed into law March 8, 2022, provides GSA specific obligational authority in the amount of \$52 million “for demolition of the buildings located at 202-220 South State Street in Chicago, Illinois, and protection of the adjacent buildings during the demolition process, securing the vacant site of the demolished buildings, and landscaping the vacant site following demolition.”

For further background information, see <https://www.gsa.gov/historic-buildings/202-s-state-street-century-building-chicago-il>, <https://www.gsa.gov/historic-buildings/220-s-state-street-consumers-building-chicago-il#history>, and <https://www.gsa.gov/about-us/regions/welcome-to-the-great-lakes-region-5/buildings-and-facilities/illinois/202220-s-state-st-federal-properties>.

Project Scope

The legislation identifies four scope objectives:

1. Demolition of (4) buildings located at 202, 208-212, 214 and 220 S. State St. (285,299 gsf)
2. Protection of adjacent properties during demolition
3. Securing the vacant site of the demolished buildings
4. Landscaping the vacant site following demolition

Current Status

Updated 7/22/2022: GSA awarded a contract for NEPA/NHPA studies.

Business Outcomes

- Address the deteriorating condition of the unoccupied properties
- Address the safety hazard to the general public regarding failing façade (falling pieces)
- Eliminate ongoing maintenance costs to the properties
- Address security needs of the U.S. Judiciary and the adjacent courthouse
- Retain ownership of the property

Roll out Dates

Milestone	Date
Berghoff Restaurant MOU Letter	Issued March 29, 2022
SHPO Letter - Notification of Project Funding	Issued March 30, 2022
Issue NEPA/NHPA SOW	April 22, 2022

NEPA/NHPA Award	July 23, 2022
Meeting with City of Chicago	
Scoping meeting	10/10/22

GSA Project Team

Lucrezia Patruno (Sponsor), Joe Mulligan (Project Manager), Mike Krueger (Contracting Officer's Representative), Daniel Ramirez (Contracting Officer), Steve Kuchera (Design Programs Executive), Regina Nally (Regional Historic Preservation Officer), Nicky DeFreece Emery (Historic Preservation Specialist), Massiel Lucca-Amador (Branch Manager, FMSP), Michael Gonczar (Environmental Protection Specialist, FMSP), Petar Rogic (Supervisory Property Manager), Laura Rusiniak (Property Manager), Anna Krupka (Asset Management Branch Manager), Marc Zitzer (Asset Manager), Tanya Schusler (Public Affairs Officer), Philip Ramos (Environmental Engineer), Rich Latkowski (PPD Expert Resources Branch Chief), Frederick Coombe (Structural Engineer).

Key areas of concern/issue

- Cultural or Historical Loss -
 - Permanent loss of these buildings results in an impact to the greater Loop Retail Historic District as well as other historic districts and buildings in the area.,
 - Century and Consumers buildings are listed on the National Register of Historic Places.
 - Impacts to viewsheds, streetwall, and corner conditions along State and Adams Streets and within adjacent historic districts.
 - Loss of a portion of Chicago's early Chicago School skyscrapers, where the City established itself as a world leader in architecture and where skyscrapers were invented.
 - Loss of important examples of the work of significant Chicago architects that contributed to the prominence of terra cotta clad structures.
 - Impact on the City's reputation of taking pride in its early modern architecture, which is heavily monetized through architectural and historical tourism.
- Community Concern -
 - Economic impact of undeveloped site on State Street and to property values and foot traffic of nearby businesses.
 - Perception of taxpayer dollars being used to mitigate demolition by neglect.
 - Environmental justice: NEPA study will conduct outreach to groups disproportionately impacted, specifically minority and low-income stakeholders.
 - Optics of a "public park" that has been funded by taxpayer funds but that the public cannot access or enjoy.

- Environmental impacts to the immediate neighborhood -
 - Noise Assessment - Adhere to OSHA noise standards.
 - Air Quality - Control short-term violations of National Ambient Air Quality Standards (NAAQSs) during construction or reconstruction activities.
 - Sidewalks/Pedestrian Traffic - short term sidewalk disruption due to construction activities.
 - Disruption to traffic - Likely impact to (temporary/long term) traffic in the community or neighborhood.
 - Public Transit - Likely impact to CTA station entrances and tunnels (CTA and pedestrian) beneath and adjacent to the building during construction and after the site is landscaped.
- Impact to the Berghoff Restaurant and other businesses:
 - Berghoff has an elevator on Adams Street that may be impacted during demolition.
 - Berghoff intends to submit a plan to GSA accounting for the interest of its property, operations, and customers, per their response to GSA regarding the Major Construction Notice.
 - Berghoff may request bonding from GSA in advance, per discussion with the GSA property manager in response to a letter regarding the Major Construction Notice.
 - Other businesses may lose foot traffic due to the demolition of this scale.
- Not compromising federal security -
 - Concurrent Project: Court has requested funds for a courthouse security “hardening” on lower levels. This scope is likely in alignment with security concerns due to social unrest.
 - Addressing issues with line of sight concerns and proximity.
 - Addressing exposure of EMD east side to risks associated with line of sight.
 - Media referenced letter from former Chief Judge Castillo to former Attorney General Jeff Sessions advocating demolition of the properties (2018 letter).

Notifications

Tier 1

Any entity with an impact on the execution, schedule, and project success

Order	Stakeholder	Topic & Method	GSA POC
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1	<p>R5 Senior Leadership</p> <ul style="list-style-type: none"> - Acting RA Kim Brown - R5 PBS Board of Directors <ul style="list-style-type: none"> - PBS Commissioner: (forward to PBS Commissioner, Deputy Commissioner & CoS as applicable) - Office of Chief Architect, Chuck Hardy - Office of Project Delivery, Julia DeRosi - FMSP NEPA - Kate Gill, National NEPA Program Mgr - Marshall Popkin, National NEPA Project Liaison - Historic Preservation: Beth Savage, Jeff Jensen 	<p>Weekly Update to RC via email, including media coverage updates.</p> <p>Contact as needed</p>	Mulligan
2	<p>Congressional delegation (Senator Richard Durbin, Senator Tammy Duckworth, Representative Danny Davis, Representative Michael Quigley)</p>	<p>Share major news/milestones; copy Andrew on general notifications</p>	PAO/OCIA

Tier 2

Indirect/residual impact on the success of the project

Order	Stakeholder	Topic & Method	GSA POC
1	<p>City of Chicago (to include DOT, Planning, DPD)</p> <ul style="list-style-type: none"> - Deputy Mayor Samir Mayekar, Deputy Mayor for Economic and Neighborhood Development - Department of Planning (DPD), Maurice D. Cox, Commissioner - CDOT: Gia Biagi - Alyssa Fisher - Federal Affairs with the City of Chicago - Cynthia Roubik - Assistant Director of Permit Review (b)(6) - Dijana Cuvalo - Historic Preservation Division, Department of Planning and 	Email	<p>Rob Green Lucrezia Patruno Joe Mulligan Regina Nally Cc: Bill Earle Tanya Schusler</p>

	<p>Development</p> <ul style="list-style-type: none"> - Matthew Beaudet - Building Commissioner - Lynette Wilson - Office of Commissioner, Maurice Cox - Grant Ullrich - Managing Deputy Director, Department of Buildings 		
1	<p>GSA Office of Strategic Communication: Christina Wilkes, Press Secretary; Channing Grate, OSC Deputy Associate Administrator for Media Affairs; Renee Kelly PBS Comms</p>	<p>Media inquiries in OSC press tracker</p> <p>Notify of major project milestones as needed</p>	PAO
2	<p>Key tenants: Dirksen U.S. Courthouse, 11 W. Quincy Court</p>	<p>Email</p> <p>Attend Facility Security Committees</p> <p>Weekly meeting with USDC Clerk</p>	<p>Joe Mulligan</p> <p>Cc: Laura Rusiniak, Petar Rogic</p>
2	<p>Alderman's office: Brendan Reilly, 42nd Ward</p> <p>Robert Kearney, Director of Community Relations Office of Alderman Brendan Reilly, 42nd Ward 121 N LaSalle Street, Room 200 Chicago, IL 60602 (312) 642-4242 Office (b)(6) @ward42chicago.com) @ward42chicago.com</p>	Email	<p>Lucrezia Patruno</p> <p>Joe Mulligan</p>
2	<p>Berghoff Restaurant: Peter Berghoff Email: pete@berghoff.com</p> <p>Notes: Wants GSA to consider their property in the planning process and believes State St properties are contributing to their building issues.</p>	<p>MOU letter issued on 3/29/22</p>	<p>Bill Earle</p> <p>Laura Rusiniak</p>
3	<p>Historic Preservation State/local</p> <ul style="list-style-type: none"> -Historic Preservation Division, Illinois Department of Natural Resources -City of Chicago Historic Preservation Division (under Planning & 	Email	Regina Nally

	Development		
3	Advisory Council on Hist. Pres. (ACHP)	Laura Lavernia, GSA Liaison	Regina Nally
3	Landmarks Illinois	Bonnie McDonnell, Exec. Dir.	Regina Nally
3	Preservation Chicago	Ward Miller, Exec. Dir.	Regina Nally
3	State Street Loop Alliance	Michael Edwards, President & CEO	Regina Nally
4	CTA - Government and Community Relations (GCR)	Bart Alan Ellefritz, (b)(6) @transitchicago.com	PAO, Joe Mulligan depending on topic

General Key Talking Points:

- Funding Source:** [Consolidated Appropriations Act, 2022, House Amendment to Senate Amendment to H.R. 2471](#), signed into law March 8, 2022, provides GSA specific obligational authority in the amount of \$52 million “for demolition of the buildings located at 202-220 South State Street in Chicago, Illinois, and protection of the adjacent buildings during the demolition process, securing the vacant site of the demolished buildings, and landscaping the vacant site following demolition” (page 551).
- Next Step:** Before proceeding with building demolition, GSA will conduct required studies, engage in consultation with required stakeholders, and comply with other GSA obligations under the National Environmental Policy Act (NEPA), 42 USC 4321 *et seq.*, and the Secretary of Interior’s regulations implementing Section 106 of the National Historic Preservation Act of 1966 as amended (NHPA), 36 CFR Part 800 *et seq.* The studies have an estimated award date of June 23, 2022, and an estimated record of decision on September 7, 2023.
- Current State of Properties:** The “north site” properties are in poor condition and protective scaffolding surrounds them for falling debris. Short-term maintenance needs include the demolition of the exterior fire escapes due to structural integrity concerns. There is no access allowed in 212 and 214 S. State Street due to their deteriorated and hazardous conditions. GSA spends approximately \$70,000 annually on scaffolding rental and approximately \$750,000 bi-annually for facade inspections and repairs, which does not include any emergency or miscellaneous repairs.
- Historical Importance of Properties:** The buildings are early examples of Chicago School skyscrapers. The buildings are important examples of the work of significant Chicago architects Holabird & Roche and William LeBaron Jenney that influenced the worldwide prominence of high-rise terracotta-clad structures. The permanent loss of

these buildings would result in impacts to the greater Loop Retail Historic District and other historic districts and buildings in the area. This includes impacts to street views and corner conditions along State and Adams Streets and within adjacent historic districts.

- **Historic Preservation Group Responses:** Preservation Chicago listed the buildings on its Most Endangered List of 2022. Landmark Illinois issued its endangered list on 4/20/22.
- **Alternative Plans:** Although GSA originally planned to redevelop the property for federal expansion needs, the properties are *not suitable* for any current federal needs. Any proposals for private reuse of the properties have not overcome security concerns to the adjacent courthouse.

Communication Channels

- Monthly Facility Security Committee Meetings at the Dirksen U.S. Courthouse
- Social media
- Fact sheets
- Project summaries for senior leadership
- Press plan
- Stories in GSA Region 5 newsletter
- Stakeholder notifications about the project:
 - City of Chicago
 - SHPO
 - Historical groups
 - GSA internal stakeholders
- Questions should be directed to the R5 PAO
- [GSA website](#)

Questions & Answers

These are potential tough questions people may ask, and we should be prepared to answer them.

(b)(5)



(b)(5)

Press Plan

1. No proactive comms at this time (e.g., press release, social media). Respond to query only during the early phases of the project.
2. Notifications and interactions with stakeholders are permitted.
3. [Media list](#)
4. Communication regarding the following topics (after appropriate notifications are completed):

Milestones	Completion Date	Comms Tool
Public meeting	10/11/22 Morrison Room	Press release ; social media
208-212 demo	4/5/23	Press release , social media Draft PR
Decision/plan		Press release; social media; R5 Update
Construction		Press release; social media; R5 Update

Press release template:



GSA Great Lakes Region

Date: INSERT DATE HERE, 202X

**Chicago State Street Project
Communications Plan 2022
Page 13 of 27**

Contact: tanya.schusler@gsa.gov

Insert headline here

CHICAGO --

###

About GSA: GSA provides centralized procurement for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet and overseeing approximately \$75 billion in annual contracts. GSA's mission is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government, in support of the Biden-Harris administration's priorities. For more information, visit GSA.gov and follow us at @USGSA.

Social Media

Goals:

- Regular posts on regional platforms to update project status
- Inform interested parties using social media of any changes to the project.
- Provide the media a consistent source from which they can obtain information about the project and its current status.
- Remind pedestrians to be careful around the project during high construction volume periods.
- Public meetings

Flyer Content

TBD

(header)

(body copy)

Locations of Work

Project Timeline

Anticipated Work Schedule

Effect on the Community

-

Questions or concerns regarding the project, including sidewalk obstructions, street closures, and noise, can be directed to

Questions regarding the noise permit can be directed to

Information about the project and regular updates on progress can be found online at

Evaluation

- Track incoming contacts/inquiries about project and note the contact's question (PAO to update every Wednesday)

Name	Outlet	Date	Inquiry topics/response link
(b)(6)	Chicago Sun-Times	3/28/22	Plans, security, timeline, and alternatives
(b)(6)	WGN	4/5/22	General information, maintenance costs
(b)(6)	DePaul	4/23/22	Interview request -- declined
(b)(6)	Chicago Sun-Times	4/22/22	Current situation
(b)(6)	WTTW	5/3/22	Current situation
(b)(6)	Chicago Sun-Times	5/4/22	Thoughts on CCAC proposed alternative
(b)(6)	Slate	5/9/22	Design Excellence Program
(b)(6)	CTBUH Journal	5/11/22	Opinion on demolishing the buildings

(b)(6)	The B1M YouTube channel	6/9/22	Photos & video for YouTube video; interview	
	Chicago Sun-Times	7/7/22	Landmark review	
	Chicago Sun-Times	9/6/22	Landmark	
	Crain's	11/8/22	Scoping meeting logistics -- phone call	
	The Click	11/22/22	Scoping meeting	
	Chicago Sun-Times	3/9/23	Sidewalk closure	
	Fox Chicago	3/15/23	Sidewalk closure	
	WTTW Chicago	4/5/23	Demo	
	Chicago Business Journal	4/6/23	Demo	
	Crain's	4/10/23	Landmark proposal	
	Chicago Sun-Times	4/10/23	Landmark proposal	
	ABC 7 Chicago	4/13/23	208-212 demo	
	ABC 7 Chicago	4/16/23	208-212 demo	
	WBBM	4/17/23	208-212 demo	
	CBS 2 Chicago	4/6/23	Provided PR	
	Chicago Tribune	4/18/23	208-212 demo	
	Crain's Chicago	(b)(6)	5/4/23	208-212 demo
	Chicago Business Journal	(b)(6)	5/4/23	208-212 demo

- GSA will monitor and track all media coverage/clips of the project along with sentiment where applicable or possible):
 - Block Club Chicago: <https://blockclubchicago.org/2022/03/09/here-are-chicagos-8-most-endangered-buildings-and-destinations/> (neutral)
 - WTTW News: <https://news.wttw.com/2022/03/09/preservation-chicago-s-most-endangered-list-makes-case-historic-value-midcentury-modern> (neutral)
 - Chicago SunTimes: <https://chicago.suntimes.com/news/2022/3/9/22968432/preservation-chicago-most-endangered-list-promontory-point-moody-altgeld-cabrini-lathrop> (neutral)
 - Chicago Architecture Center: <https://www.architecture.org/programs-events/detail/chicago-s-most-endangered-buildings-2022/>
 - Preservation Chicago: <https://preservationchicago.org/category/2022-most-endangered/> (negative)
 - Landmarks Illinois: <https://www.landmarks.org/preservation-programs/most-endangered-historic-places-in-illinois/> (negative)
 - Chicago Tribune <https://www.chicagotribune.com/business/ct-biz-most-endangered-chicago-buildings-20220309-ml7yn5h64nffvks6wjxgopjbau-story.html#nws=true>
 - ABC 7 <https://abc7chicago.com/endangered-buildings-list-chicago-promontory-point/11636323/>
 - WBEZ <https://www.wbez.org/stories/whats-that-building-century-and-consumers-buildings/64c615ad-7d95-4c4f-b626-c0545cc96790>
 - Chicago Sun-Times [A federal case: U.S. government shouldn't wreck two Loop skyscrapers in the name of safety](#) (negative)
 - New York Times <https://nyti.ms/3Ny1Cy5> (neutral)
 - Change.org <https://www.change.org/p/save-the-century-consumers-buildings-stop-the-52m-demolition-for-a-gravel-lot> (negative)
 - WGN <https://wgntv.com/news/wgn-investigates/why-have-feds-spent-millions-on-vacant-chicago-buildings-they-now-want-to-demolish/>
 - American Thinker <https://www.americanthinker.com/blog/2022/04/in-chicago-an-imperial-federal-government-wants-to-destroy-its-neighbors-to-feel-more-secure.html> (negative)
 - Chicago Tribune

- [century-buildings-dirkson-courthouse-durbin.html](#) (negative)
- Chicago Sun-Times, 5/18/22
<https://chicago.suntimes.com/news/2022/5/18/23105864/century-consumer-buildings-demolish-dirksen-religious-orders-archive-preservation-plan-dominican> (negative)
- Block Club, 5/18/22 <https://blockclubchicago.org/2022/05/18/instead-of-demolishing-century-and-consumer-buildings-let-us-turn-them-into-a-national-archive-center-preservationists-ask-feds/?fbclid=IwAR1zYVsr88jfp0Rs5nXSQfB-LBQ7OI5nDRn0GqH-MZYgt5GyqocZSp409Vg> (negative)
- FB CCAC, 5/18/22
[Facebook Video - CCAC Press Conference for Redevelopment of 202-220 S. State St.](#) (negative)
- Crain's 5/18/22 <https://www.chicagobusiness.com/commercial-real-estate/preservationists-push-rescue-plan-endangered-state-street-skyscrapers> (negative)
- Fox 32, 5/19/22
<https://www.fox32chicago.com/news/new-proposal-would-save-2-downtown-chicago-skyscrapers-from-demolition> (negative)
- Crain's, 5/20/22
<https://www.chicagobusiness.com/commercial-real-estate/see-inside-historic-chicago-buildings-government-want-demolish> (negative)
- DePaulia, 6/6/2022
<https://depauliaonline.com/58581/news/preservationists-highlight-history-as-two-loop-buildings-face-uncertain-future/> (negative)
- Landmarks Chicago website
<http://www.landmarks.org/wp-content/uploads/2022/04/Century-Consumers-Buildings-2022-Most-Endangered.pdf> (negative)
- Urbanize, 7/10/22
<https://chicago.urbanize.city/post/landmarks-backs-review-century-and-consumer-buildings> (neutral)
- Chicago YIMBY, 7/12/22 (neutral)
<https://chicagoyimby.com/2022/07/commission-on-chicago-landmarks-votes-to-review-endangered-buildings-at-202-and-220-s-state-street-in-the-loop.html>
- B1M
<https://www.youtube.com/watch?v=BmiDUw-MPWA&t=10s> (neutral)
- Chicago Sun-Times, 7/23/22
<https://chicago.suntimes.com/2022/7/23/23269285/century-and-consumer-buildings-landmark-status-editorial> (negative)
- AIA Letter, 7/6/22
https://www.aiachicago.org/images/uploads/pdfs/20220707_AIA_Century_Consumers_Statement.pdf (negative)

- Chicago Sun-Times, 9/6/22
<https://chicago.suntimes.com/2022/9/6/23339256/downtowns-endangered-century-and-consumers-buildings-deserve-landmark-status>
(editorial in favor of landmark status)
- WTTW, 9/8/22 (neutral)
<https://news.wttw.com/2022/09/08/landmarks-commission-kicks-can-status-threatened-century-and-consumers-buildings>
- Urbanize, 9/11/22 (neutral)
<https://chicago.urbanize.city/post/landmarks-stops-short-designation-century-consumers-buildings>
- The Real Deal, 9/12/22 (neutral)
<https://therealdeal.com/chicago/2022/09/12/commission-punts-vote-on-state-street-landmark-designations/>
- Crain's, 11/10/22 (neutral)
<https://www.chicagobusiness.com/commercial-real-estate/chicago-state-street-buildings-slated-demolition-subject-federal-hearing>
- Urbanize, 11/11/22 (neutral)
<https://chicago.urbanize.city/post/gsa-begins-public-process-centuryconsumers-buildings>
- New City, 11/14/22 (neutral) <https://www.newcity.com/2022/11/14/today-in-the-culture-november-14-2022-save-our-skyscrapers-alamo-draffhouse-to-open-return-of-the-the-nutcracker/>
- Chicago Sun-Times, 1/30/23 (negative)
<https://chicago.suntimes.com/2023/1/29/23573446/as-old-navy-leaves-state-street-another-reinvention-is-needed>
- Crain's Chicago Business, 3/8/23 (negative)
<https://www.chicagobusiness.com/nonprofits-philanthropy/preservation-chicago-most-endangered-spaces>
- Block Club Chicago, 3/8/23 (neutral)
<https://blockclubchicago.org/2023/03/08/here-are-chicagos-7-most-endangered-buildings-and-destinations/>
- Chicago Sun-Times, 3/14/23 (negative)
<https://chicago.suntimes.com/2023/3/14/23640324/state-street-sidewalk-closed-pedestrian-danger-chicago-loop>
- NBC Chicago, 3/15/23, same story as above, (negative)
<https://www.nbcchicago.com/news/local/state-street-sidewalk-closed-at-adams-after-2-buildings-in-loop-land-on-most-endangered-list/3095916/>
- Fox Chicago, 3/15/23, same story as above, (negative)
<https://www.fox32chicago.com/news/state-street-sidewalk-closed-at-adams-feds-cite-pedestrian-danger-at-buildings-it-wants-to-raise>
- Urbanize, 3/15/23, (neutral)
<https://chicago.urbanize.city/post/these-are-chicagos-7-most-endangered-buildings>

- WTTW, 4/5/23, (neutral) <https://news.wttw.com/2023/04/05/federal-government-plans-demolish-century-old-building-next-threatened-historic> and <https://video.wttw.com/video/federal-government-plans-demolish-century-old-building-jt2eq/>
- Crain's, 4/5/23, (neutral) <https://www.chicagobusiness.com/commercial-real-estate/state-street-building-between-historic-skyscrapers-be-demolished>
- Sun-Times, 4/6/23, (neutral) <https://chicago.suntimes.com/2023/4/6/23672587/state-street-building-razed-demolition-gsa-general-services-administration>
- Chicago Business Journal, 4/6/23 (neutral) https://www.bizjournals.com/chicago/news/2023/04/07/future-use-for-us-government-buildings.html?cx_testId=40&cx_testVariant=cx_16&cx_artPos=0#cxrecs_s
- Connect CRE, 4/6/23 (neutral) <https://www.connectcre.com/stories/gsa-plans-demolition-of-low-rise-flanked-by-two-towers-on-state-street/>
- The Real Deal, 4/7/23 (neutral) -
- CBS 2 Chicago, 4/6/23 (neutral) <https://www.cbsnews.com/chicago/news/building-demolition-scheduled/>
- The Bharat Express News, 4/6/23 (neutral) <https://thebharatexpressnews.com/the-demolition-of-the-building-in-the-loop-will-start-next-week/>
- WBEZ, 4/6/23 (neutral) <https://www.wbez.org/stories/the-rundown-the-ctu-goes-from-agitators-to-insiders/03cd2e3b-96c5-44a1-8da6-64d96b44585d>
- Crain's, 4/10/23 (neutral) <https://www.chicagobusiness.com/commercial-real-estate/landmark-proposal-state-street-skyscrapers-revived>
- Sun-Times, 4/11/23 (negative) <https://chicago.suntimes.com/2023/4/11/23677483/century-consumers-buildings-landmarks-status-chicago-federal-government-editorial>
- Sun-Times, 4/11/23 (neutral) <https://chicago.suntimes.com/city-hall/2023/4/10/23677582/chicago-landmarks-panel-state-street-buildings>
- Construction and Demolition Recycling, 4/10/23 (neutral) (<https://cdrecycler.com/news/john-r-thompson-co-building-chicago-demofaces-backlash-from-historical-preservation-groups/>)
- The Real Deal, 4/11/23 (neutral) <https://therealdeal.com/chicago/2023/04/11/landmark-commission-could-save-state-street-towers/>
- WTTW, 4/13/23, (neutral) <https://news.wttw.com/2023/04/13/threatened->

- [demolition-century-and-consumers-buildings-receive-preliminary-landmark-status](#)

 - Block Club, 4/14/23 (neutral)

<https://blockclubchicago.org/2023/04/14/century-and-consumers-buildings-could-become-chicago-landmarks-as-federal-officials-move-to-demolish-them/>
 - Urbanize, 4/14/23 (neutral)

<https://chicago.urbanize.city/post/preliminary-landmark-designation-approved-century-consumers-buildings>
 - Crain's, 4/14/23, (neutral)

<https://www.chicagobusiness.com/commercial-real-estate/chicago-landmarks-panel-takes-step-save-state-street-buildings>
 - ABC 7, 4/17/23 (neutral)

<https://abc7chicago.com/general-services-administration-chicago-demolition-building-century-and-consumers-buildings/13141516/>
 - The Real Deal, 4/14/23 (neutral)

<https://therealdeal.com/chicago/2023/04/14/preservationists-score-step-toward-city-saving-state-street-towers/>
 - Fox 32, 4/17/23 (neutral)

<https://www.fox32chicago.com/news/demolition-begins-on-downtown-chicago-building>
 - New City, 4/20/23 (neutral)

<https://www.newcity.com/2023/04/20/today-in-the-culture-april-20-2023-chicago-opera-theaters-fiftieth-bertrand-goldbergs-glass-treehouse-moons-at-ninety/>
 - Chicago Build Expo, 4/10/23 (neutral)

<https://www.chicagobuildexpo.com/industry-news-1/city-panel-revives-landmark-proposal-state-street-towers>
 - Crain's, 5/4/23 (neutral, corrections made)
 - Crain's, 5/4/23 (neutral)

<https://www.chicagobusiness.com/commercial-real-estate/landmarks-illinois-names-states-most-endangered-sites>
 - Chicago Business Journal, 5/5/23 (neutral)

https://www.bizjournals.com/chicago/news/2023/05/05/two-downtown-buildings-get-landmark-status.html?cx_testId=40&cx_testVariant=cx_16&cx_artPos=2#cxrecs_s
 - WBBM radio, 5/4/23 (neutral)

<https://www.audacy.com/us99/news/local/group-urges-preservation-for-9-illinois-sites>
 - WSIL, 5/4/23 (negative)

https://www.wsiltv.com/news/illinois/landmarks-illinois-announces-2023-most-endangered-historic-places-in-illinois/article_49e138b2-b9c1-54ba-bf79-eb2bce4145d0.html
 - Crain's, 5/9/23 (neutral) <https://www.chicagobusiness.com/commercial->

[real-estate/national-trust-historic-preservation-supports-saving-state-street-buildings](#)

- CRE, 5/9/23 (neutral)
<https://www.connectcre.com/stories/century-and-consumers-buildings-make-national-roster-of-endangered-places/>
- Chicago Sun-times, 5/9/23 (negative)
<https://chicago.suntimes.com/2023/5/9/23716717/century-consumers-buildings-national-trust-historic-preservation-endangered-skyscrapers-editorial>
- NPR, 5/9/23 (neutral)
<https://www.npr.org/2023/05/09/1173035888/heres-the-latest-list-of-the-11-most-endangered-historic-places-in-the-u-s>
- The Real Deal
<https://www.google.com/url?rct=j&sa=t&url=https://therealdeal.com/chicago/2023/05/10/state-street-towers-named-among-uss-most-endangered-places/&ct=ga&cd=CAEYACoUMTU4NzYyMTczMzg2NjI0NDYxNTYyHG U1YWE5YjA1YmMwOWE4NTg6Y29tOmVuOIVTOII&usg=AOvVaw1ItkM vn8Uj5Ug9rIZq3wbF>
- WGN, 5/9/23 (neutral)
<https://www.google.com/url?rct=j&sa=t&url=https://wgntv.com/news/chicago-news/2-chicago-buildings-make-us-most-endangered-historic-places-list/&ct=ga&cd=CAEYAiOUMTU4NzYyMTczMzg2NjI0NDYxNTYyHGU1Y WE5YjA1YmMwOWE4NTg6Y29tOmVuOIVTOII&usg=AOvVaw2q8u SW ZhdgReMbNlqku84>
- Magnolia State Live
<https://www.google.com/url?rct=j&sa=t&url=https://www.magnoliastatelive.com/2023/05/10/mississippi-home-named-one-of-11-most-endangered-historic-places-in-the-usa/&ct=ga&cd=CAEYAYoUMTU4NzYyMTczMzg2NjI0NDYxNTYyHGU1 YWE5YjA1YmMwOWE4NTg6Y29tOmVuOIVTOII&usg=AOvVaw1DSL8R zpqtZaUicRNN0c7E>
- Architectural Record,
<https://www.google.com/url?rct=j&sa=t&url=https://www.architecturalrecord.com/articles/16251-the-national-trust-reveals-americas-11-most-endangered-historic-places-of-2023&ct=ga&cd=CAEYASoUMTM5NTgwNDQ5Nzg2OTkwNTkwNzMyH GU1YWE5YjA1YmMwOWE4NTg6Y29tOmVuOIVTOII&usg=AOvVaw0xk bTOYEmZjamkXRUR6wJw>
- USA Today, 5/13/23 (neutral)
<https://www.usatoday.com/story/travel/experience/america/2023/05/13/endangered-historic-places-america/70210972007/>
- Daily Commercial News, 5/17/23 (negative)
<https://canada.constructconnect.com/dcn/news/usa/2023/05/will-two->

[historic-chicago-loop-skyscrapers-be-saved-or-scraped](#)

- Surface, 5/22/23 (neutral)
<https://www.surfacemag.com/articles/most-endangered-places-usa-2023/>

- GSA will track engagement on social media posts

Platform	Post	Date	Metrics
FB	EIS scoping meeting	11/3/22	
TW	EIS scoping meeting	11/3/22	
FB	Sidewalk closure		
TW	Sidewalk closure		
TW			

For reference:

- Old press release for use as an example:

The U.S. General Services Administration (GSA) will soon begin an exterior restoration project of the 119-year-old Federal Building and U.S. Courthouse in Milwaukee.

This project has awarded \$23.4 million to repair and restore the masonry on the building's exterior granite while maintaining its historic integrity.

"GSA's investment in the Federal Building and U.S. Courthouse in Milwaukee highlights our commitment to one of the oldest buildings in our six state region. When this project is complete, the building's exterior will be restored for future generations," said GSA Great Lakes Region Acting Regional Administrator John Cooke.

The work on this historic Milwaukee building includes repairs on the stone cornices, gutters at the turrets on the north building, and granite corners on the south building. The project also includes treatment and preservation of the exterior granite, limestone and brick masonry, as well as repointing and sealant corrections.

Phase One work will begin in April 2018, and will continue through December 2018, with Phase Two occurring from March to December 2019. The majority of the work will take place during evening and weekend hours. Sidewalks around the building will have overhead protection that corresponds to the work on the building.

Additional information about the project's progress or the history of the building can be found online at www.gsa.gov/milwaukeeect.

II. Web Content (Milwaukee project example)

Tab title: Project Information

Body copy:

The U.S. General Services Administration is making improvements at the Federal Building and U.S. Courthouse in Milwaukee with an exterior restoration project.

The five-story granite courthouse, originally constructed between 1892 and 1899, is listed on the National Register of Historic Places. The project will repair and restore the masonry on the building's exterior granite while maintaining its historic integrity. The exterior repairs include the stone cornices, gutters at the turrets on the north building, and granite corners on the south building.

Locations of Work

Work will be performed from the top of the building to street level on all four sides, along East Wisconsin, Jackson, East Michigan, and Jefferson streets.

Project Timeline

The exterior restoration of the building will span the course of two phases:

- Phase 1: April through December 2018
- Phase 2: March through December 2019

Anticipated Work Schedule

Work will take place on weekdays from 6 p.m. to 6 a.m. and on weekends from 6 a.m. to 8 p.m.

Effect on the Community

- The sidewalk on Jackson Street will be relocated to the adjacent parking lane with protective concrete barriers along the street side.
- Sidewalks around the building will have overhead protection that corresponds to the work on the building.
- Neighboring buildings may experience intermittent periods of noise associated to the restoration work, and GSA's construction contractor, The Tradesmen Group, will implement noise mitigation techniques to reduce noise levels.

Questions or concerns regarding the project, including sidewalk obstructions, street closures, and noise, can be directed to **The Tradesmen Group at (614) 799-0889 ext. 199.**

[**additional web updates are tracked in this Google doc**](#)

III. Flyer Content (example)

(header)

Federal Building & U.S. Courthouse
Exterior Repair and Restoration Project
517 E. Wisconsin Avenue
Milwaukee, WI 53202

(body copy)

The U.S. General Services Administration is making improvements at the Federal Building and U.S. Courthouse in Milwaukee with an exterior restoration project.

The five-story granite courthouse, originally constructed between 1892 and 1899, is listed on the National Register of Historic Places. The project will repair and restore the masonry on the exterior of the building while maintaining the historic integrity of the building. The exterior repairs include the stone cornices, gutters at the turrets on the north building, and granite corners on the south building.

Locations of Work

Work will be performed from the top of the building to street level on all four sides, along East Wisconsin, Jackson, East Michigan, and Jefferson streets.

Project Timeline

The exterior restoration of the building will span the course of two phases:

- Phase 1: April through December 2018
- Phase 2: March through December 2019

Anticipated Work Schedule

Work will take place on weekdays from 6 p.m. to 6 a.m. and on weekends from 6 a.m. to 8 p.m.

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- Sidewalks around the building will have overhead protection that corresponds to the work on the building.
- Neighboring buildings may experience intermittent periods of noise associated to the restoration work, and GSA's construction contractor, The Tradesmen Group, will implement noise mitigation techniques to reduce noise levels.

Questions or concerns regarding the project, including sidewalk obstructions, street closures, and noise, can be directed to **The Tradesmen Group at (614) 799-0889 ext. 199.**

Questions regarding the noise permit can be directed to the city of Milwaukee Department of

Neighborhood Services at (414) 286-3280.

Information about the project and regular updates on progress can be found online at www.gsa.gov/milwaukeeect.

final flyer can be found at this Google link

IV. Social Media (example)

Facebook post (including photo of courthouse)

GSA begins an exterior restoration project to the Federal Building and U.S. Courthouse in Milwaukee this month. For updates on the project and to learn more about the building's history, visit www.gsa.gov/milwaukeeect.

Twitter post (including photo of courthouse)

GSA's exterior restoration project of the historic Fed Bldg and US Courthouse in Milwaukee begins this month. Visit www.gsa.gov/milwaukeeect for info & updates.

Goals: Use social media to support overall communication efforts. Specifically:

- Regular posts on regional platforms to update project status.
- Inform interested parties using social media of any changes to project.
- Provide a historical look at the building and the importance of this latest restoration.
- Provide the media a consistent source from which they can obtain information about the project and its current status
- Remind pedestrians to be careful around project during high construction volume periods

*****photo documentation of project would be good to share on social channels***

Reviewed/Approved

Office	Name, date, time
R5 PBS/Acting RA	JE for JCooke 3/27/2018
PBS ??	
OCIA ??	
OSC	PDixon 33018

**Milwaukee Federal Building & U.S. Courthouse Exterior Renovation
Communications Plan 2018**

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Purpose

This plan provides building and project information to inform stakeholders and other audiences. The communication plan provides a framework to manage and coordinate the wide variety of communications activities that will need to take place during this effort. It also details who will receive the communications, how the communications will be delivered, what information will be communicated, who communicates, and the frequency of the communications.

Project Description/Background of Building

The façade restoration project at the Federal Building and U.S. Courthouse in Milwaukee is intended to repair and restore the masonry issues on the exterior granite of the building. This project will maintain the historic integrity of the building.

UPDATE MAY 2018 - Change in phasing

Phase 1 (2018)

Ongoing and will conclude in December 2018.

Work will focus on the north and east elevations of the north building, and east, south, and west elevations of the south building.

****Work on the tower of the north building has been shifted to Phase 2.****

Phase 2 (2019)

Scheduled for March through December of 2019.

Work will focus on the west elevation and tower of north building, and courtyard and penthouses of south building.

****Work on the east elevation of the north building has been shifted to Phase 1.****

Project phasing - prior to May 2018

The project will have two work phases, starting in April and concluding in December of each year. Phase 1 (2018) work will focus on the north elevation, main tower, and east, south, and west elevations of the south building.

North building = North facade and main tower

South Building = East, South, West facades

North Building:

Wisconsin Ave facade and tower (w/full scaffolding)

South Building:

Jackson St facade south half (w/canopy only)

Michigan St facade (w/canopy only)

Jefferson St facade south half (w/canopy only)

Phase 2 (2019) work will focus on the east and west elevations of north building, courtyard and penthouses of south building (possible sidewalk closures for former loading dock area on Michigan St.)

Jackson St facade north half (w/full scaffolding)

Jefferson St facade north half (w/full scaffolding)

Majority of the work will be done at night, after hours, or on weekends to avoid disruption to tenants, especially noise-producing work.

Anticipated mobilization in late March/April 2018.

North facade = Wisconsin Ave

East Facade = Jackson St

South Facade = Michigan St

West Facade = Jefferson St

A/E: Mills and Schnoering Architects, LLC.

CMA: URS Group, Inc (AECOM)

CMc: The Tradesmen Group, Inc

Total project cost (anticipated): \$23.7 million

Small business - let's track this (good to know, not must have info)

Project Scope

The U.S. General Services Administration is making improvements at the Federal Building and U.S. Courthouse in Milwaukee with an exterior restoration project. The five-story granite courthouse, originally constructed between 1892 and 1899, is listed on the National Register of Historic Places. The project will repair and restore the masonry on the exterior of the building while maintaining the historic integrity of the building. The exterior repairs include the stone cornices, gutters at the turrets on the north building, and granite corners on the south building. The project also includes treatment and preservation of the exterior granite, limestone and brick masonry, as well as repointing and sealant corrections.

As part of AiA, the project will restore/conservate WPA murals and display them in the building in 2019.

Business Outcomes

- Long term goal - stabilize facade so there are no major repairs for 50 years
- Complete project on schedule and safely. The project should not cause additional damage to building
- Keep complaints at minimum. Don't want to create noise/debris/dust that would disturb tenants, make them uncomfortable, or negatively impact the work they have to do.
- Keep awareness level of project high and reassure on no toxicity in air
- Outside of the building: make sure the area is kept safe. The city is walkable and high tourist level in warmer months. Make sure the job site is secure and pedestrians are safe from anything project creates. Noise concerns - be respectful of the city's noise ordinance

Roll out Date

Mid-late March 2018 for communications, with construction mobilization to start in April 2018. Construction to last approximately until December 2019, and will happen in two phases.

GSA Project Team

Carly Thompson (PM), Christian Braun (COR), Michael Krueger (COR), Helen DiMonte (CO), Alexandra Huber (CS), Regina Nally (Historic Preservation Architect), Lucrezia Patruno (Project Sponsor), Nick Hus (Sup Property Manager), Cady Pyne (Prop Mgr), Paden Vargo (Prop Mgr), Jenny Lee (Asset Mgr), Cat Langel (PAO), Brad Hansher (SA).

Current tenants

- Judiciary - U.S. District Court, U.S. Bankruptcy Court, U.S. Court of Appeals, Magistrate, Probation
- Department of Justice, U.S. Marshal Service, U.S. Trustees
- Other tenant agencies include: General Services Administration, Department of Homeland Security, and Social Security Administration
- U.S. Attorneys

Key areas of concern/issue

- Noise - Neighbors (including a hotel) should anticipate noise coming from the project at times between 6 p.m. and 6 a.m. weekdays, and on weekends from 6 a.m. to 8 p.m.
- The project will take over approximately three feet of the sidewalk adjacent to the building to allow for workers to access the building facade.
- Sidewalks will have partial overhead protection that corresponds to the work on the building. This project is not closing sidewalks, but the sidewalk on Jackson Street will be relocated to the adjacent parking lane and will have protective concrete barriers along the street side.
- Because of street car project, GSA will not be able to bring semi-trucks down Michigan street for loading/unloading of supplies. Street car project will shut down Jefferson and Michigan intersection for several days, and Jackson/Michigan will be shut down for two to three days.
- Notifications - Neighboring businesses aren't aware of the project yet. Per the City of Milwaukee's requirements, TTG to notify the neighbors of the project a week before mobilization. Notification to go out the last week of March for an April mobilization.
- Tourism - Construction will occur during spring/summer months, when the city typically sees an increase in tourism.
- Disruption to traffic - this project will close some sidewalks, and will take over the parking lane on Jackson Street. Additionally, delivery of project supplies could cause short-term lane closures (rolling throughout the project, but most will be at the start and end of the project season, when scaffolding is delivered/removed). Street shut downs will be

limited to Sundays.

- Businesses - Businesses around the building could also experience noise due to general construction activity.
- Bus stop - multiple bus lines run down Wisconsin Ave. Bus stop will remain open through the duration of the project.
- Exterior appearance - Phase One will have scaffolding up the entire tower of the building. Since this is an historic building, this will obstruct the overall exterior look of the building.

Notifications

please check these estimated dates and adjust accordingly

Tier 1

Any entity that has an impact on the execution, schedule, and project success

Stakeholder	TickTock (Date and Time for notification)
R5 Senior Leadership	Notified through monthly factsheet
City of Milwaukee (to include DOT, Planning)	Notified by Contractor. GSA to follow up on 3/22.
Key Tenants	Already notified. Project team will host bi-weekly open door coordination meetings starting the first week of April.
Alderman's office	Anticipated 3/26
Neighboring businesses (including Pfister)	TTG to distribute TTG/GSA flyer on week of 3/26
Streetcar	Coordination began in February
GSA Office of Strategic Communication	March 26 (via Google doc share)
Historic Preservation State/local	Already notified
GSA Central Office (Marty Bowers)	Notified through monthly factsheet

Tier 2

Indirect/residual impact on the success of the project

Stakeholder	TickTock (Date and Time for notification)
Media	Week of April 2 (April 3 is target)
Congressional delegation	

(Senator Tammy Baldwin, Senator Ron Johnson, Congresswoman Gwen Moore)	
Milwaukee Public Museum (to coincide with AIA work)	GSA has been coordinating with the museum since 2017.

Tier 3

Entities directly impacted by project with indirect influence

Stakeholder	TickTock (Date and Time for notification)
R5 GSA Employees	on-going/as needed
GSA-wide story sharing	on-going/as needed

General Key Talking Points:

- The U.S. General Services Administration is making improvements at the Federal Building and U.S. Courthouse in Milwaukee with an exterior restoration project.
- This project will repair and restore the masonry on the exterior granite of the building while maintaining the historic integrity of the building. The façade repairs include the stone cornices, gutters at the turrets on the north building, and the granite corners on the south building.
- The building will remain open and accessible for both tenants and visitors. Visitors are not expected to experience delays when entering or exiting the building.
- Phase One work is anticipated to begin in April 2018, and will continue through December 2018, with Phase Two occurring from March to December 2019.
- Neighboring buildings may experience intermittent periods of noise associated to the restoration work, and GSA’s construction contractor, The Tradesmen Group, will implement noise mitigation techniques to reduce noise levels.
- The sidewalk on Jackson Street will be relocated to the adjacent parking lane with protective concrete barriers along the street side. Sidewalks around the building will have overhead protection that corresponds to the work on the building.
- The Federal Building and U.S. Courthouse is a five story granite structure originally constructed between 1892 and 1899 and is listed on the National Register of Historic Places. In 1932, construction of a large addition was completed, extending the building southward.
- Information about the project and regular updates on progress can be found online at www.gsa.gov/milwaukeeect, under the Project tab.
- Cost of project is approximately \$23.7 million.

Tenant Key Talking Points

- Use general talking points

- Our goal is to minimize disruption and work as efficiently as possible.
- There will be minimal impact during work hours to alleviate noise concerns
- Dust and debris will be created as a result of the project, but GSA is working to keep that at minimum within tenant spaces.
- GSA will continue to have coordination meetings with tenants to make sure work is planned accordingly to minimize the overall impact to tenants and to address any tenant questions and concerns
- Tenants should keep windows closed and locked during construction, plastic covers will be used to seal the exterior.
- Ground floor and first floor tenants my notice visual obstructions due to the tarped fencing on the sidewalk, which will be used to secure the jobsite.
- If there are immediate/urgent concerns, tenants should contact Property Management.
- The project team will follow up regularly as work proceeds with schedule updates, areas of work, etc.
- Areas of street parking used by law enforcement partners who park around the building will be unavailable at north end of east side. Additionally, there may be some small limitations on west side, but will be during after-hours work only.
- Bus stop will remain open through the duration of the project.
- Project updates will also be found in the quarterly newsletter sent out by Property Management.
- *Internal website link here, when available*

Neighbor/Stakeholder Key Talking Points

- Same as general talking points.
- The main point of contact for neighborhood stakeholders is The Tradesman Group, via phone, at (614) 799-0889 ext. 199.
- Work will take place on weekdays from 6 p.m. to 6 a.m. and on weekends from 6 a.m. to 8 p.m.
- Neighboring buildings may experience intermittent periods of noise associated to the restoration work, and GSA's construction contractor, The Tradesmen Group, will implement noise mitigation techniques to reduce noise levels.
- Bus stop will remain open through the duration of the project.

Communication Channels

- Project signage (outside the building) - This would include the URL www.gsa.gov/milwaukeeect a call to action of "for more information, please visit:"
- Meetings with GSA staff at FB&USCH to ensure consistent messaging about project.
- Flyer for neighbors/stakeholders detailing project and including contact information and website www.gsa.gov/milwaukeeect. TTG will distribute to neighboring businesses.
- Project tab on web page www.gsa.gov/milwaukeeect
- Social Media posts referring to project updates, milestones and promoting www.gsa.gov/milwaukeeect

- Press Plan efforts (see below)
- Story in GSA Region 5 newsletter (verbiage to mimic press release/flyer)
- Stakeholder notifications about project. (verbiage to mimic talking points/press release)
 - City of Milwaukee/Alderman
 - SHPO
 - Historical groups
 - GSA internal stakeholders

Questions & Answers

(b)(5)



Press Plan

1. Press release to Milwaukee area media (after appropriate notifications are completed). -- issued 4/4/2018
2. Follow up with media outlets will occur at key points during the project as work progresses (as needed).

Press Release -- issued 4/4/2018

For Immediate Release -- *issued 4/4/2018*

Contact: Cat Langel
catherine.langel@gsa.gov

Historic Milwaukee Courthouse Gets Makeover this Spring

MILWAUKEE -- The U.S. General Services Administration (GSA) will soon begin an exterior restoration project of the 119-year-old Federal Building and U.S. Courthouse in Milwaukee.

This project has awarded \$23.4 million to repair and restore the masonry on the building's exterior granite while maintaining its historic integrity.

"GSA's investment in the Federal Building and U.S. Courthouse in Milwaukee highlights our commitment to one of the oldest buildings in our six state region. When this project is complete, the building's exterior will be restored for future generations," said GSA Great Lakes Region Acting Regional Administrator John Cooke.

The work on this historic Milwaukee building includes repairs on the stone cornices, gutters at the turrets on the north building, and granite corners on the south building. The project also includes treatment and preservation of the exterior granite, limestone and brick masonry, as well as repointing and sealant corrections.

Phase One work will begin in April 2018, and will continue through December 2018, with Phase Two occurring from March to December 2019. The majority of the work will take place during evening and weekend hours. Sidewalks around the building will have overhead protection that corresponds to the work on the building.

Additional information about the project's progress or the history of the building can be found online at www.gsa.gov/milwaukee.

About the Federal Building and U.S. Courthouse

- The Federal Building and U.S. Courthouse was constructed between 1892 and 1899, and in 1932, construction of a large addition was completed, extending the building southward.
- In 1972, the building was designated a Milwaukee City Landmark, and in 1973, it was listed in the National Register of Historic Places.
- GSA completed a major renovation and restoration project from 1989-1996, which restored the historic interiors to their original brilliance while incorporating modern office needs.

###

About GSA: The mission of the U.S. General Services Administration is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across Government.

Social Media

Facebook post (including photo of courthouse)

GSA begins an exterior restoration project to the Federal Building and U.S. Courthouse in Milwaukee this month. For updates on the project and to learn more about the building's history, visit www.gsa.gov/milwaukeeect.

Twitter post (including photo of courthouse)

GSA's exterior restoration project of the historic Fed Bldg and US Courthouse in Milwaukee begins this month. Visit www.gsa.gov/milwaukeeect for info & updates.

Goals: Use social media to support overall communication efforts. Specifically:

- Regular posts on regional platforms to update project status.
- Inform interested parties using social media of any changes to project.
- Provide a historical look at the building and the importance of this latest restoration.
- Provide the media a consistent source from which they can obtain information about the project and its current status
- Remind pedestrians to be careful around project during high construction volume periods

*****photo documentation of project would be good to share on social channels***

Flyer Content

(header)

Federal Building & U.S. Courthouse
Exterior Repair and Restoration Project
517 E. Wisconsin Avenue
Milwaukee, WI 53202

(body copy)

The U.S. General Services Administration is making improvements at the Federal Building and U.S. Courthouse in Milwaukee with an exterior restoration project.

The five-story granite courthouse, originally constructed between 1892 and 1899, is listed on the National Register of Historic Places. The project will repair and restore the masonry on the exterior of the building while maintaining the historic integrity of the building. The exterior repairs include the stone cornices, gutters at the turrets on the north building, and granite corners on the south building.

Locations of Work

Work will be performed from the top of the building to street level on all four sides, along East Wisconsin, Jackson, East Michigan, and Jefferson streets.

Project Timeline

The exterior restoration of the building will span the course of two phases:

- Phase 1: April through December 2018

- Phase 2: March through December 2019

Anticipated Work Schedule

Work will take place on weekdays from 6 p.m. to 6 a.m. and on weekends from 6 a.m. to 8 p.m.

Effect on the Community

- The sidewalk on Jackson Street will be relocated to the adjacent parking lane with protective concrete barriers along the street side.
- Sidewalks around the building will have overhead protection that corresponds to the work on the building.
- Neighboring buildings may experience intermittent periods of noise associated to the restoration work, and GSA's construction contractor, The Tradesmen Group, will implement noise mitigation techniques to reduce noise levels.

Questions or concerns regarding the project, including sidewalk obstructions, street closures, and noise, can be directed to **The Tradesmen Group at (614) 799-0889 ext. 199.**

Questions regarding the noise permit can be directed to the city of Milwaukee Department of Neighborhood Services at (414) 286-3280.

Information about the project and regular updates on progress can be found online at www.qsa.gov/milwaukeeect.

*[**final flyer can be found at this Google link**](#)*

Web Content

Tab title: Project Information

Body copy:

The U.S. General Services Administration is making improvements at the Federal Building and U.S. Courthouse in Milwaukee with an exterior restoration project.

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[**additional web updates are tracked in this Google doc**](#)

Comms Plan Evaluation

- GSA will establish baseline metrics for existing page, and track web traffic to dedicated site www.gsa.gov/milwaukee
- GSA/TTG will track incoming contacts about project and note the contact's question
- GSA will monitor and track all media coverage of project
- GSA will track all social media posts and responses to posts (engagement reports on both Facebook and Twitter)

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Withheld pursuant to exemption

(b)(5)

of the Freedom of Information and Privacy Act

Page 380 of 665

Withheld pursuant to exemption

(b)(5)

of the Freedom of Information and Privacy Act

- [Daily Coordination Running Notes & Agendas](#)
- [SSA Press Statement](#)
- [Fact Sheet/Talking Points \(5/3/2016\)](#)
- [Tenant Leadership Briefing Paper](#)
- [Tenant Contact List](#)
- [Town Hall Agenda](#)
- [SSA Employee Q&A](#)
- [Building 110 Facility Questions \(from Town Hall\)](#)
- [PM & Meeting Notes](#)
- [Fact Sheet \(1/21/2016\)](#)
- [Goodfellow Occupational Exposure Action Items](#)
- [Environmental Conditions Summary](#)
- [Goodfellow Talking Points for Senior Management](#)
- [PBS Medical Evaluation and Surveillance Guidance](#)
- [Goodfellow Website](#) (online reading room location)
- [Message seeking SSSPs from tenants, tenant contractors](#) (template)
- Site-specific Safety Plan log for GSA contractors (on safety team's K Drive)
- [Site-specific Safety Plan log for client agencies and client tenants](#)

Reading Room Materials

Reports, studies and records dating back to 2002 are posted in the [Federal Center online reading room](#).

GSA Team & Resources

Group Email Address: r6environmental@gsa.gov

Name	Division	Role	Contact	Responsibilities
Allison Azevedo	PBS RC		allison.azevedo@gsa.gov	
Cy Houston	PBS	Project Executive	cy.houston@gsa.gov	Project Oversight
Josh Trader	PBS	PM	joshua.trader@gsa.gov	
Erin Dries	PBS	PM	erin.dries@gsa.gov	
Gary Adams	PBS Safety	IH	gary.adams@gsa.gov	SME
Jeff Cushing	PBS Safety	Safety	jeff.cushing@gsa.gov	SME
Larry O'Neill	PBS Facilities	OnSite Manager	larry.oneill@gsa.gov	Field Office Director
Tara Vanbibber	PBS Facilities	Onsite Asst. Mgr.	tara.vanbibber@gsa.gov	FO Deputy Director
(b)(6)				
(b)(6)	DSC	Public Affairs	tanya.roman@gsa.gov	Comm Planning & Media
(b)(6)				
Jeremiah Nelson	PBS	Portfolio	jeremiah.nelson@gsa.gov	Asset Management
Courtney Springer	PBS	AMD	courtney.springer@gsa.gov	Acquisition

Concurrences: **Michael Gelber** (DC, PBS), **Stephen Sakach** (AC, FM&S)

Inclusions: **Dennis O'Connel** (RA), **Gregg Trembl** (PBS Chief of Staff), **Teressa W.** (OCM), **Kevin Rothmier** (Deputy PBS RC), **(b)(6)**, **Alice Yates** (Policy), **Barry Segal** (Legal), **William McGowan** (R6 Director of Facilities), **Reginald Cardozo** (Deputy Chief of Staff)

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of the Freedom of Information and Privacy Act

Proposed Social Media Content

(b)(5)





News Release

U.S. General Services Administration

(b)(5)

A large, solid green rectangular box covers the majority of the page, indicating that the content has been redacted under FOIA exemption (b)(5).

- The auction **About the Online Auction**
- s scheduled to start at 9:00 a.m. Central Time, May 5, 2017, on realestatesales.gov.
- Each bidder is required to submit a bid registration fee of \$50,000, and the minimum opening bid is \$500,000.
- Additional information about the property and auction can be found online at realestatesales.gov.

GSA's Office of Property Utilization and Disposal will manage the sale process of the Parkersburg Federal Building. Additional information is available through a search for West Virginia properties at disposal.gsa.gov (<https://resourcecenter.secure.force.com/pbs/propertydetail?id=a0Xt00000008asTEAQ>)

Join the conversation at @REGIONALACCOUNT and @USGSA

###

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Withheld pursuant to exemption

(b)(5)

of the Freedom of Information and Privacy Act

GSA has a high success rate at conveying property and will use that expertise to ensure the sale of the Parkersburg Federal Building is a success.

When will the auction close?

GSA will announce the auction is closing when sufficient marketing efforts have been met and potential and active bidders have had a chance to inspect the property. Notice of auction closing is typically given 2-3 weeks prior and will be announced on our websites disposal.gsa.gov and realestatesales.gov.

When will open houses be scheduled?

Dates and times for group tours will be posted on both realestatesales.gov and disposal.gsa.gov. No one will be allowed access to the property without the presence of a GSA employee or designee.

Where can I view the live online auction?

Live online bidding can be viewed at realestatesales.gov.

Can I find out the name of the bidders?

No. At the end of the sale and after the property has been deeded, the name and address of the new owner may be released as it appears on the conveyance deed.

What about the building's condition and any issues regarding asbestos/other materials?

The property is being sold "as-is," and all bidders are invited to inspect the facility prior to submitting an offer. Non-friable asbestos in the form of floor tiles, mastic, felt material, fire door, mudded fitting, roof shingles, window caulk, and terrazzo flooring is present throughout the building. More specific information concerning the location and condition of Asbestos-Containing Materials (ACM) is contained in the Asbestos-Containing Building Materials Survey Report, prepared by Tidewater, Inc., September 2011. This report is available online at disposal.gsa.gov or realestatesales.gov under "Asbestos Survey Report." The purchasing entity will be required to comply with all applicable laws and regulations associated with ACM.

Are there any environmental concerns with the property?

Communications Plan

Hampton Roads Veterans Affairs Community-based Outpatient Clinic
(CBOC) | Hampton Roads, Virginia

Lease Award

Project Background	2
Key Messages	2
Timeline	2
FAQs	3
GSA Actions	4
VA Actions	5
Social Media	5
Facebook	5
Twitter	5
Multimedia	6

Project Background

On June XX, 2021, GSA awarded a lease for a Department of Veterans Affairs (VA) Community-based Outpatient Clinic (CBOC) on Knells Ridge Blvd. in Chesapeake, Virginia. This new state-of-the-art facility will improve veterans' access to outpatient services such as primary care, mental health and eye clinic services, as well as new specialty care and advanced imaging services. This award to PH LLC, doing business as The Molasky Group of Companies, has a total contract value of nearly \$252 million and consists of approximately 196,000 square feet with 1,050 parking spaces. The selected location, to the south of the Hampton Roads Bridge-Tunnel (HRBT), will improve access to care for veterans living in the Hampton Roads area.

Key Messages

- GSA and the VA are in close collaboration on bringing this Community Based Outpatient Clinic facility to Chesapeake, Virginia to provide primary and specialty care services and convenience to America's veterans.
- This is a new additional facility for the veteran population to the south of the Hampton Roads Bridge-Tunnel (HRBT) and does not replace any existing VA location.
- This project is part of a GSA, VA pilot project to bring community-based outpatient clinics close to veterans populations to provide routine, non-hospitalized care.
- Project construction is expected to be completed in Spring 2024 with veteran services available beginning in Fall 2024.

Timeline

Event	Date	Status	Action
Environmental Assessment (EA) Public Comment Period	Jan - Feb 2021	Complete	No significant comments received
Finding of No Significant Impact (FONSI)	April 16, 2021	Complete	Posted to GSA.gov (w/ EA)
Lease Award	June 2021	On schedule	Press release; social media

Construction begins	Early 2022	On schedule	Social media (as appropriate)
Substantial completion	March 2024	On schedule	TBD
Open for Veteran Services	Fall 2024	On schedule	Press release, social media, ribbon cutting(?)

FAQs

Where will the CBOC be located and why was this location selected?

- The new build-to-suit facility will be located at Knells Ridge Boulevard, Chesapeake, VA.
- Through data analysis and mapping of veteran community population, as well as the needs of the Veterans Affairs, this location was determined to best serve the veteran population in the South Hampton Roads area.
- The facility offered in the lessor’s proposal represented the best value to the government based on technical award factors and price.

How does this location serve the veteran population (drive times, parking, veteran population, etc)?

- This facility will improve access to care for Veterans living to the south of Hampton Roads. Further, the VISN 6 Northeast market is one of the fastest growing in the VA system - over the next twenty years, the number of enrollees is projected to increase by 44% and outpatient workload is expected to rise by more than 70%.
- The selected location, to the south of the Hampton Roads Bridge-Tunnel (HRBT), will improve access to care for veterans living in the area south of Hampton Roads area, whose commute to the Hampton VA Medical Center (VAMC) can exceed one hour due to bridge and tunnel traffic congestion.

Who is the developer for this lease?

- PH LLC, doing business as The Molasky Group of Companies.

When will this project be completed?

- Project construction completion is scheduled in spring 2024.
- Veteran services will be available in fall 2024.

What services will the CBOC provide?

- This location will provide outpatient clinic services such as Primary Care, Mental Health, Eye Clinic services, as well as new Specialty Care and Advanced Imaging services.

Will this CBOC location replace an existing VA facility?

- The CBOC on Knells Ridge Boulevard in Chesapeake will be an additional location for the veteran community in the Hampton Roads area. The Hampton VA Medical Center will remain open.

What is the value of this lease contract and how much is annual rent? What are the lease terms?

- Total Contract Value: \$251,953,025.83
- Annual Rent: \$6,540,000; \$33.34/RSF; \$31,187,099.03 lump sum payment
- 20 year firm term lease with two 5 year renewal options

Why was this project exempt from VA's requirements for contracting with VOSBs & SDVOSBs (i.e., Rule of 2)?

- GSA, as the procuring agency, utilizes it's authority pursuant to 40 U.S.C §584 & §585. In this regard, GSA may reassign the space to a different agency at any time and GSA is and would remain the only agency legally obligated under the terms of the lease.

Why has it taken so long to bring this project to where we are today?

- This project required Congressional authorization; the VA submitted FY2018 authorization was approved. GSA submitted a prospectus for FY2020 budget, and began lease procurement in late 2019.
- Concurrently, GSA awarded a contract for NEPA/NHPA services in summer 2020, which resulted in the draft EA shared for public comment in January 2021.

GSA Actions

Draft Lease Award Press release with review and concurrence from VA (Link)

- Focus of release will be lease award
- John Rogers to provide VA review and concurrence regarding facility services
- Final draft to be completed by **DATE**

Issue Press Release

- List media outlet(s) for planned release
 - The Daily Press
 - Virginian-Pilot
 - WAVY 10
 - WVEC 13 News Now
 - WTKR CBS 3
 - WVBT Fox 43
- Copy John Rogers on issuance(s)

- Add to GSA.gov
- Post to social media accounts

Notify Congressional / Other Political / Community Stakeholders

- List stakeholders here
- Notify John Rogers when communications are made
- On XX, 2021

VA Actions

Review press release with concurrence from GSA

- Focus of release will be providing veteran services to the community
- Will Powell to provide GSA draft and status regarding lease
- Final draft to be completed by DATE

Issue Joint Press Release

- List groups/communication vehicles here
- CC Will Powell on issuances (as appropriate)
- On DATE, 2021

Notify Congressional / Other Political / Community Stakeholders

- List stakeholders here
- Notify Will Powell when communications are made
- On DATE

Social Media

Facebook

Coming soon!

We partnered with Veterans Affairs Hampton Roads to award a lease for a new Community-based Outpatient Clinic in Chesapeake, VA! This site will provide outpatient services to the veterans community.

Great work by the project team!

PUBLIC RELEASE LINK

Twitter

Coming soon!

We partnered w/ @HamptonVAMC to award a lease for a new community-based outpatient clinic! This facility will provide outpatient services to area veterans south of the HRBT.

Learn more: [PUBLIC RELEASE LINK](#)

Multimedia

Approved renderings for external use (if available)

GSA Southeast Sunbelt Region
Fred D. Thompson U.S. Courthouse Groundbreaking Ceremony
Media Action Plan

Background

On Friday, Sept. 28, 2018, GSA Region 4 and the Middle District of Tennessee will host a groundbreaking ceremony for the U.S. Courthouse in Nashville, Tennessee. The event includes a number of special VIP guest speakers, including the family of the late Sen. Fred Thompson.

Key Personnel

- GSA
 - Kelly Haynes
 - Cynthia Edwards
 - Adam Rondeau
- Middle District of Tennessee
 - Vicki Kincaid
 - Chief Judge Waverly Crenshaw

Collateral to draft – All collateral to be reviewed by Court prior to distribution; share with elected officials as needed

- Press release
- Media advisory
- Social media posts

Identified Needs

- Parking – Media parking will not be provided at this event.
- Media staging areas – A 12x4 ft. area will be marked under the tent for the media during the ceremony. Once set, media will not be allowed to move off of the platform until the speaking portion of the program is completed. After the speakers conclude their remarks, media will be escorted ahead of the VIP delegation to set up for the actual groundbreaking.
- Interview area for media availability
- Sound – A mult box for media
- Press kit materials (release, advisory, program, facility fact sheet, business cards)
- Photography/videography – Alicia Woods will be in attendance

Limiting or Unknown Factors

- Time of event – Since the event will take place later on a Friday afternoon, it may be difficult for some broadcast outlets to send reporters. Additionally, some may opt to do a live shot and forego the ceremony portion of the event.
- Weather
- Significant possibility of on-site protests exists due to the VIP presence for the event.

Media Availability

- Provide a media availability for **Sen. Lamar Alexander and U.S. Reps. Jim Cooper and Scott DesJarlais** immediately following the ceremony (approximately 10-15 minutes). If the weather is conducive to having the media availability outdoors and there is no disruptive protest activity, the availability will take place near the tent. If weather or protest activity prevents an outdoor availability, it will be moved indoors in the facility used for the reception.

Media List – Provide to Court reps

- TV – WTVF (CBS), WSMV (NBC), WZTV (Fox), WKRN (ABC)
- Print – AP, Nashville, The Tennessean, Nashville Post
- Radio – WPLN (NPR)

Action Items

Task	Date Due	Status	Unit
Prepare media collateral - Press release - Media advisory	Advisory - 9-21 Release – 9-26	Complete Advisory - 9-26-2018 Release – 9-27-2018	OSC
Develop media list	09-21-2018	Complete	OSC
Media parking plan	09-22-2018	N/A – No parking available for media	PBS/Courts
Prepare RA remarks	09-22-2018	Complete 09-24-2018	
Soft pitch preselected selected in-market media	09-24-2018	Complete Emails sent 09-24-2018	OSC
Publish media advisory	09-26-2018	Complete Sent 09-26-2018	OSC
Follow-up pitch calls	09-27-2018	Complete 09-27-2018	OSC
Redistribute media advisory	09-28-2018	Complete 09-28-2018	OSC
Distribute press release with photo(s)	09-28-2018	Complete	OSC
Upload photos and release onto GSA.gov	09-28-2018	Complete	OSC --- Visual Comms
Post on R4 social media and internal channels; link to the press release	09-28-2018	Complete	OSC – Visual Comms
Submit photo for internal GSA channels	10-01-2018	Complete 10-2-2018	OSC

Participants	
Guides:	
Moving Group	Abby Low, Judge Rambo, Judge Carlson, Will Powell (Meet Judges in Courtroom or Lobby??)
Stationed Tour Info	Doug Logar, Donna Andrews, Kerry Rose, Melissa Sarko?

Tour Agenda	
4:30 p.m.	Meet Media at Hill Office
4:40 p.m.	Art Installation First Floor Monique Van Genderen's mural <i>I Thought of You...The People's Painting, 2022</i> <i>Overview by Donna Andrews, GSA Regional Historic Preservation Officer or Kerry Rose, GSA Fine Arts Specialist</i>
4:50 p.m.	Judge Rambo Video in Lobby
5:05 p.m.	Judge Rambo Exhibit in the Lobby First Floor <i>Overview by Abby Low, GSA Project Executive (Walk upstairs to 2nd Floor)</i>
5:10 p.m.	GSA Field Office Second Floor <i>Overview by Doug Logar, GSA Operations Manager</i>
5:20 p.m.	District and Magistrate Courtrooms and Art Installation Sixth Floor Elevator Banks: Claire Sherman, <i>Trees and Vines, 2021</i> <i>Art Overviews by Donna Andrews, GSA Regional Historic Preservation Officer or and Kerry Rose, GSA Fine Arts Specialist</i>

5:35 p.m.	Judicial Chambers Tenth Floor
5:45 p.m.	Tour Ends - return to Hill's Office



OSC – Martinsburg Federal Building Sale Communication Plan August 2020

BACKGROUND

GSA Region 3 Portfolio Management, excessed the subject real property [**Martinsburg Federal Building, 300 West King Street, Martinsburg WV**], nearly a decade ago. PBS Real Property Disposal team facilitated the disposition. In 2012, the property was conveyed to a non-profit, Boarman Arts Center, via a public benefit conveyance for educational purposes. The U. S. Department of Education (DoED) was charged with the Arts Center's compliance with the terms of the public benefit conveyance. DoED found the Arts Center was in breach of the terms. After years of trying to correct Arts Center's deficiencies, the Government has opted to facilitate a third party abrogation and sell the asset with the proceeds to the benefit of the Government. The property goes for auction live on September 2, 2020.

CLIENT POC	Kristine Carson, Vitaliya Dashevskaya; Libby Baumann
OSC POC	Will Powell

AUDIENCE	External (media; potential buyers; local / community groups)
CURRENT ACTIVITY	Auction goes live on GSA Auctions September 2nd
DESIRED ACTIVITY	Increase interest and awareness in sale, attract potential buyers
OPPORTUNITIES	

There has been continued local media interest in the fate of the Federal Building. By sharing a press release and developing social media content, we can hopefully capitalize on this interest and spread the word about the sale to encourage potential bidders to check out the property.

GOAL

Increase awareness and interest in the property.

STRATEGY AND TACTICS



**OSC – Martinsburg Federal Building Sale Communication Plan
August 2020**

Strategy: Develop multiple communications products to announce and share sale with variety of audiences, targeting press (and readers) as well as social media followers.

Tactics:

1. Press release announcing sale
2. Social media content (sharing virtual tour, sale info, press release, video)
3. External video for YouTube (property details, photos)

Date	Action	Responsibility	When	Method
08/20/2020	Draft Press Release for review	Will		Share Google Doc
08/26/2020	Compile photos	Will	ASAP	Shared Folder
	Send presser	Will		GovDelivery
08/26 - 09/02	Social Media Content	Will		Share social content across channels and a few days
09/02/2020	Video shared (Tentative)	Will / Sarah		Share video across channels on date of live sale

RESULTS

- **Audience awareness/attitude/behavior**
- **Pageviews/audience count/etc**
- **Lessons Learned**



***OSC – Martinsburg Federal Building Sale Communication Plan
August 2020***

Links:

[Photos](#)

[Press Release](#)

[Video \(TBD\)](#)

Social Media Content

OSC Comms Project Plan - Workplace Innovation Lab v2

[Background](#)

[Opportunity Statement](#)

[Audiences](#)

[Goal](#)

[Timeline](#)

[August](#)

[September](#)

[October](#)

[Strategy and Tactics](#)

[Strategy 1:](#)

[Strategy 2:](#)

[Strategy 3:](#)

[Evaluation](#)

Background

The Workplace Innovation Lab (WIL) is a product of Workplace 2030—an initiative that forecasts work scenarios in which federal employees enjoy greater mobility and effectiveness through technology.



WIL will be housed on the second floor of GSA headquarters at 1800 F Street NW in Washington, DC. It will function as a proving ground where federal agencies may test out innovations in workplace furnishings and technology solutions. Federal agencies will be invited to tour the 25,000 SF space and they may occupy it for periods ranging from a single hour to weeks. During occupancy, federal employees and contractors will be able to select workspaces and collaborative areas within six distinct neighborhoods. GSA will operate WIL as a pilot FlexHub, our federal coworking concept.

Client POCs

- Jonathan McIntyre (PBS)
- Alex Secor (PBS)
- Matt Gerke (PBS)

Opportunity Statement

This is the first highly visible product out of the full Workplace of the Future / Workplace 2030 initiative, a Wildly Important Goal (WIG) for agency leadership. Communicating and advertising

the availability and features of the space and neighborhoods, and what it means for the future of work, will showcase GSA's commitment to and leadership of what the future of work looks like across the federal government.

Audiences

- Internal
 - Senior leadership (PBS, FAS, HSSOs, OSC)
 - GSA employees (1800F; Regions)
 - PBS employees specifically (Interior Designers)
- External
 - Press (Industry, DC local, national)
 - Members of Congress
 - Federal partners (initial volunteers)
 - Federal agencies (DC agencies writ large)
 - Industry

Goal

Timeline

August

- Week of August 1 - 5 - Kimball Intl. furniture installation (COMPLETE)

September

- Week of August 22- Haworth furniture installation (COMPLETE)
- Week of August 29 - Swiftspace
- Week of September 7 - MillerKnoll installation (TBD)
- Week of Sept. 12 - AllSteel installation (TBD)
- Week of September 18 - Cisco begins IT installation (TBD)

October

- Week of October 24 - Ribbon cutting (TBD); App launch
 - Separate tours for: Media, federal agency staff, Congressional staff / members?

Strategy and Tactics

Strategy 1:

Strategy 2:

Strategy 3:

Evaluation

Parkersburg Federal Building Communication Plan

<i>Office</i>	<i>Name, Date, Time</i>
R4 PBS	Vitaliya Dashevskaya
OCIA	
PBS	
OSC	Bruce W. Hall (approved 3/30/17)

(b)(5)



Communications Goals and Objectives

1. Provide external audiences an overview of GSA's disposal process
2. Develop consistent messaging on disposal actions across GSA internal parties (Disposal staff, OCM staff, etc.)

Project Description/Background

The U.S. General Services Administration (GSA) will announce its decision to offer the Parkersburg Federal Building, located at 425 Juliana Street, Parkersburg, WV, to the public via a competitive public auction.

- This decision aligns with GSA's ongoing efforts to make more efficient use of our real estate assets, thereby saving taxpayer dollars and creating economic development opportunities in communities.
- Moving underutilized properties out of the Federal inventory allows for local use.
- GSA decided to dispose of the buildings through its Property Act disposal process.
- GSA first offers excess property to other Federal agencies. If another Federal agency identifies a need, the property can be transferred to that agency.
- If there is no further need for the property within the Federal Government, the property will be offered to state and local governments, homeless assistance groups as required by the McKinney Act, lastly offered via public auction if none of these entities have an appropriate interest.
- GSA's efforts to reduce costs, increase utilization, and improve the accuracy and transparency of the Federal Government's data on real property are in line with the Administration's priorities and guidance.
- In Fiscal Year 2016, GSA partnered with agencies to dispose of 134 assets Government-wide and generated \$28.8 million in proceeds. These disposals resulted in a reduction of 2,390,839 square feet and 4,950 acres from the Federal footprint.

Background on Decision to Pursue Disposal

The Parkersburg Federal Building site encompasses one city block and includes two conjoined buildings. The two-story red brick Post Office building was constructed in 1933. In 1963, a five-story office and courthouse structure with basement was added to the west and a one-story mail-sorting area and loading dock was added to the north of the existing structure. The five-story section is joined to the original building via an enclosed two-story link and share building systems.

Brief History of Property

Property name – Parkersburg Federal Building

GSA Case # 4-G-WV-0564

PBS Bldg # WV0030ZZ

Address – 425 Juliana Street, Parkersburg, WV 26101-5352

Landholding Agency – GSA

Recent use – Courthouse/Post Office

Size – 2.8 acres

Improvements – a complex comprised of a two-story former Post Office building and a five-story office tower connected by a two-story link, totalling 175,209 GSF

Environmental – Asbestos, Lead-based Paint
Date Built – 1933 and 1963
Cost Avoidance – \$275,000

Announcement of Public Sale: Communications Actions

Press Plan

- GSA National/Regional office will contact a targeted group of local/regional reporters from print publications, TV, and radio news outlets that cover this market/story, real estate, business, education, and government (West Virginia Media Reporter/Outlet [List](#)).
- Public Affairs Officer will issue press release to local area-specific media (after appropriate notifications are completed and approvals obtained).

Social Media

- Facebook
 - POST: *Today, we started the public sale for the Parkersburg Federal Building in Parkersburg, West Virginia. Learn more about how you can bid on this property. [\(photo/link\)](#)*

Web

- Post press release to gsa.gov and/or regional page.
- Update specific disposal action site [Parkersburg Federal Building](#). Content can mimic the press release and/or other communications to elected officials/stakeholders.
- Use imagery where appropriate – Banner/graphic identifier for property.





News Release
U.S. General Services Administration

For Immediate Release – May 5, 2017

Contact: Nick Smith
nick.smith@gsa.gov
215-446-4904

GSA to Sell Parkersburg Federal Building via Online Auction

PARKERSBURG, WV – The U.S. General Services Administration (GSA) announces the sale of the Parkersburg Federal Building. This action is part of GSA's efforts to make more efficient use of its real estate assets while saving taxpayer dollars.

Located at 425 Juliana Street, between Fourth and Fifth streets, within the central business district of Parkersburg, West Virginia, the complex occupies a full city block and is comprised of a two-story former U.S. Post Office building and a five-story office tower connected by a two-story link. The total complex provides 175,209 gross square feet, situated on 2.8 acres with a 114-space surface parking lot.

"This is an example of GSA's intent to remove properties that are no longer needed in the Federal inventory," said Bob McCall, GSA's Acting Regional Administrator. "By disposing of these properties, GSA will reduce the Federal footprint, create valuable savings for the Government, and help create unique economic development opportunities for the community of Parkersburg."

- The auction **About the Online Auction**
- s scheduled to start at 9:00 a.m. Central Time, May 5, 2017, on realestatesales.gov.
- Each bidder is required to submit a bid registration fee of \$50,000, and the minimum opening bid is \$500,000.
- Additional information about the property and auction can be found online at realestatesales.gov.

GSA's Office of Property Utilization and Disposal will manage the sale process of the Parkersburg Federal Building. Additional information is available through a search for West Virginia properties at disposal.gsa.gov
(<https://resourcecenter.secure.force.com/pbs/propertydetail?id=a0Xt00000008asTEAQ>)

Join the conversation at @REGIONALACCOUNT and @USGSA

###

Communications Plan

Pittsburgh area Veterans Affairs Community-based Outpatient Clinic
(CBOC)
Monroeville, Pennsylvania

Lease Award

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Project Background

On April 16, 2021, GSA awarded a build-to-suit lease to DEVELOPER for new construction of a Veterans Affairs Community Based Outpatient Clinic (CBOC) in Monroeville, PA. This award, valued at \$91,713,618 will provide a state of the art facility consisting of approximately 64,000 SF and 500 parking spaces. The new Monroeville CBOC will provide Primary Care and certain Specialty Care services to a population of over 181,000 veterans in the eastern Pittsburgh area, improving access to enhanced outpatient services and reducing drive times.

Key Messages

- GSA and the VA are in close collaboration on bringing this Community Based Outpatient Clinic facility to Monroeville, PA, to provide primary and specialty care services and convenience to America's veterans.
- This is a new additional facility for the veteran population in the eastern Pittsburgh area and does not replace any existing VA location.
- This project is part of a GSA, VA pilot project to bring community-based outpatient clinics close to veterans populations to provide routine, non-hospitalized care.
- Project construction is expected to be completed in June 2023 with veteran services available in fall 2023.

Timeline

Event	Date	Status	Action
Environmental Review (CATEX complete)	Jan. 2021	Complete	N/A
Lease Award	April 16, 2021	Complete	Press / social media
Design begins	May 2021	On schedule	N/A
Construction begins	Fall 2021 / Winter 2022	On schedule	Social media (if appropriate)

Substantial completion	June 2023	On schedule	TBD
Open for Veteran Services	Fall 2023	On schedule	Press release, social media; ribbon cutting(?)

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(b)(5)

GSA Actions

Draft Lease Award Press release with review and concurrence from VA ([Link](#))

- Focus of release will be lease award
- Shelley Nulph to provide VA review and concurrence regarding facility services
- Final draft to be completed by DATE

Issue Press Release

- List media outlet(s) for planned release
 - Pittsburgh Post-Gazette (localnews@post-gazette.com)
 - Pittsburgh Tribune-Review (vndcity@triblive.com)
 - WTAE 4 Pittsburgh (news@wtae.com)
 - KDKA CBS 2 (newsdesk@kdka.com)
 - Pittsburgh Patch (no contact info)
 - WPXI (desk@wpxi.com)
 - City Paper Pittsburgh (b)(6) @pghcitypaper.com)
 - WQED (no contact info)
 - WESA 90.5 NPR (news@wesa.fm)
 - New Pittsburgh Courier (b)(6) @newpittsburghcourier.com)
- CC Shelley Nulph on issuance(s)
- Add to GSA.gov
- On May 3, 2021

Notify Congressional / Other Political / Community Stakeholders

- List stakeholders here
- Notify Shelley Nulph when communications are made
- On May 3, 2021

VA Actions

Draft Press Release with review and concurrence from GSA

- Focus of release will be providing veteran services to the community
- Will Powell to provide GSA review and concurrence regarding lease
- Final draft to be completed by DATE

Issue Press Release

- List groups/communication vehicles here
- CC Will Powell on issuances (as appropriate)
- On May 3, 2021

Notify Congressional / Other Political / Community Stakeholders

- List stakeholders here
- Notify Will Powell when communications are made
- On DATE

Social Media

Facebook

We partnered with @VAPHS to bring a Community-based Outpatient Clinic to the Pittsburgh, Pennsylvania area!

The result? We awarded a lease in Monroeville which will provide routine & non-hospitalization services to area veterans, while reducing drive times! This clinic is one of six in a pilot program between GSA and the VA to help our nations' veterans get the services they deserve.

Read more: <<Press release link>>

Twitter

Coming soon!

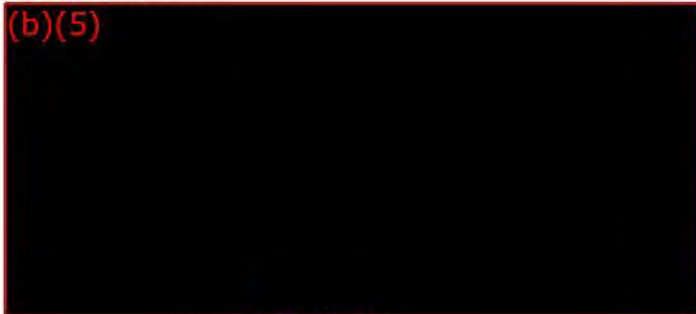
We've partnered w/ @VAPittsburgh to lease a Community-based Outpatient Clinic in Monroeville, PA! This site will provide outpatient services to area veterans & ensure they get the care they deserve.

Read more: <<Press release link>>

Multimedia

Approved renderings for external use (if available)

Sylvia H. Rambo U.S. Courthouse
Media Prep



- [Fact Sheet](#)
- [Talking Points / FAQs](#)
- [Press Release](#)
- [Social Media](#)



Media Invite (Tour)

To: Media

Topic: You're invited: New Harrisburg Courthouse ribbon cutting ceremony

Hello;

The U.S. General Services Administration and U.S. Middle District Court of Pennsylvania cordially invite you to attend a ribbon cutting for the new Sylvia H. Rambo U.S. Courthouse in Harrisburg, Pennsylvania on December 9, 2022. **The formal invitation is attached - please RSVP as soon as possible as space is limited.**

We will be hosting a media tour of the courthouse space on December 8. GSA Project Executive Abby Low and Middle District Court Magistrate Martin C. Carlson will be available to answer questions or conduct on camera interviews in designated areas of the courthouse.

When: Thursday, Dec. 8 at 4:30 p.m. ET

Where: 1501 North 6th Street Harrisburg, Pennsylvania

- Please meet at Mascaro / Hill office across the street.

Please let me know if you have any questions, and we look forward to seeing you!

Social Media

Twitter [Region 3]:

Twitter [Nina]:

LinkedIn [PBS]

Facebook [Region 3]

Press Plan

Media advisory and news release will be sent to the following regional media and contacts in the Tacoma/Seattle area.

Media Advisory

[Draft/Approvals in this document](#)

News Release

Draft forthcoming

Social Media

[R10 Facebook](#)

[R10 Twitter](#)

Related Accounts:

Administrator Carnahan [Twitter](#)

City of Tacoma [Facebook](#) [Twitter](#) [Instagram](#)

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Participants	
Guides:	
Moving Group	Abby Low, Judge Carlson, Will Powell, Melissa Sarko, Brian Masuda, Susie Rodriguez
Stationed Tour Info	Doug Logar, Donna Andrews, Kerry Rose
Media Invitees	Full list

Tour Agenda	
4:15 p.m.	Meet Media at Hill Office
4:30	Walk to CH Lobby
4:40 p.m.	<p>Art Installation First Floor Monique Van Genderen's mural / Thought of You...The People's Painting, 2022 <i>Overview by Donna Andrews, GSA Regional Historic Preservation Officer or Kerry Rose, GSA Fine Arts Specialist</i></p> <p><i>Architecture tie into environment, Harrisburg & culture; Susquehanna River</i></p>
4:50 p.m.	Judge Rambo Video in Lobby
5:05 p.m.	<p>Judge Rambo Exhibit in the Lobby First Floor <i>Overview by Abby Low, GSA Project Executive (Walk upstairs to 2nd Floor)</i></p>
5:10 p.m.	<p>GSA Field Office Second Floor <i>Overview by Doug Logar, GSA Operations Manager</i></p>

<p>5:20 p.m.</p>	<p>District and Magistrate Courtrooms and Art Installation Sixth Floor</p> <p><i>District Courtroom First (three paths of circulation)</i></p> <ul style="list-style-type: none"> - Collegial chambers; not tied to judge, can pick courtroom per trial to accommodate - All in 2400 sf of space (robing rooms) <p><i>Magistrate Courtroom</i></p> <ul style="list-style-type: none"> - Back through restricted hallway <p>Elevator Banks: Claire Sherman, Trees and Vines, 2021</p> <p><i>Art Overviews by Donna Andrews, GSA Regional Historic Preservation Officer or / and Kerry Rose, GSA Fine Arts Specialist</i></p> <p><i>Architecture tie into environment, Harrisburg & culture</i></p>
<p>5:35 p.m.</p>	<p>Judicial Chambers Tenth Floor</p> <p><i>Collegial chambers (not every; Judge Rambo, maybe one other)</i></p> <p><i>Stair 5</i></p> <p><i>Large conference room</i></p> <p><i>Judges Elevator</i></p>
<p>5:45 p.m.</p>	<p>Tour Ends - return to Hill's Office</p>



Tion

WE ARE GSA

GSA provides solutions and expertise that support smart, digital, data-driven government - saving taxpayer money, improving public interaction and enhancing the mission of the United States government.



MISSION SUPPORT

GSA powers the missions of US federal agencies through expertise in acquisition, real estate, technology and supportive policy.



DECISION MAKING

GSA is committed to saving taxpayer dollars through informed strategies and data-driven decision-making.



SMART GOVERNMENT

GSA represents and fosters smart government by providing expertise, innovative tools and an agile approach to customer needs.

We are GSA.

We partner with federal agencies to provide goods, services, and expertise that enable the government to better serve the public. We're transforming how federal agencies operate - leading to smart, data-driven, customer-focused federal government.

A smart government applies the right resources to make better decisions that drive progress, save money, reap long-term benefits from strategic investments and, ultimately, fulfill the mission of the US government.

At GSA, our people, technology, supplies, materials, work spaces, and systems drive progress for our customers. We make investments and money-saving decisions through data analysis and actionable insights from our employees, customers and vendor partners. We celebrate success when we see positive outcomes, satisfy our tenants and customers, and when our partner agencies are more effective.

We lead, we evaluate, we advise, we acquire, we consult, and we respond when called upon. Our work is in full support of our agency customers and the American people - looking for innovative ways to deliver value today and into the future.

FOR INTERNAL USE ONLY

WE ARE GSA

GSA provides solutions and expertise that support smart, digital, data-driven, government - saving taxpayer money, improving public interaction and enhancing the mission of the United States government



[LINK TO POSTER 1](#)

Agency Programmatic Alignment


GSA provides solutions and expertise that support smart, digital, data-driven government - saving taxpayer money, improving public interaction and enhancing the mission of the United States government.



KEY OUTCOMES: SIMPLIFY PROCESS / INCREASE PRODUCTIVITY / SHORTEN TIMELINES / SAVE MONEY

[LINK TO POSTER 2](#)

Communication/Outreach Planning

Programs/ Initiatives	Strategy/Tactic/Activity	Partners	Audience (Int/Ext)	 Mission Support	 Decision Making	 Smart Gov't	Doc link
Q1							
(e.g., MAS reform)	Small Business Industry Day; event; press, web, social media	FAS, OSDBU	External	X		X	
	kdkdk	kdkdk	cet				
Q2							
(e.g., Real Estate Savings and Investment)	Post most recent FRPP datasets; web, press, social media	OGP, PBS	External		X		

Q3

(e.g., Shared Services)	Status update on HRS; email, InSite post	FAS	Internal			X	

Q4

(e.g., Centers of Excellence)	Announce new Centers and advance status of current cadre; press, speeches, social media	FAS	Internal External	X		X	

Groundbreaking Communications Plan

Date: Tuesday, June 7th @ 2:00 pm

Location: Des Moines Activity Center at 2045 South 216th Street, Seattle, WA 98198

Background:

On November 23, 2015, The General Services Administration signed the lease for a new Federal Aviation Administration facility at the Des Moines Creek Business Park Phase II. The property, which is being developed by Panattoni Development Company, will house a new 300,000 square-foot office space where up to 1,600 people could work, consolidating the FAA Northwest Mountain Region's four offices in Renton and SeaTac.

The lease will allow FAA's Northwest Mountain Region to consolidate their operations in one facility to better deliver their mission to provide the safest, most efficient aerospace system in the world. The consolidation is part of the federal government's initiative to reduce real estate costs and increase their workplace by strategically integrating space, people, and technology solutions customized to different workplace needs.

The Des Moines Creek Business Park is a multi-phase, 87-acre property that will include up to two-million square feet of flexible-use, manufacturing, office, distribution and industrial business park buildings. The FAA is expected to take up all of phase two of the project.

Invited Speakers

Norm Dong, GSA Public Buildings Service Commissioner
George Northcroft, GSA Northwest Arctic Regional Administrator
Donald Drummer, Director of the FAA Aviation Logistics Organization
KC Yanamura, Northwest Mountain Regional Administrator
Dave Caplan, City of Des Moines Mayor
Courtney Gregoire, Port of Seattle Commissioner
Panattoni

Key Messages

- Project is modernizing and consolidating workforce
- Facility is targeted for achieving Gold LEED core and shell and commercial interiors
- GSA has been working with FAA to reduce their real estate costs and increase their workplace efficiencies with this national initiative strategically integrating space, people, and technology solutions customized to different workplace needs.
- This facility will allow FAA to consolidate its workforce in the Northwest Mountain Region in one facility to better deliver their mission to provide the safest, most efficient aerospace system in the world.
- State of the art, Class A facility with focus on maximum flexibility
- Consolidation of 4 leases and saving close to 60,000 rentable square feet
- GSA is an economic catalyst and anchor tenant for the Des Moines Creek Business Park

Press Plan

Media advisory and news release to regional media

Targeted Media Outlets

Television

KCPQ TV (Q13) - kbtcp productions@kbtcp.org

KING 5 TV - newstips@king5.com

KIRO TV - newstips@kirotv.com, (b)(6)@kirotv.com, newstips@kirotv.com

KOMO TV - tips@komo4news.com

Newspapers

Associated Press Seattle - apseattle@ap.org

Seattle Daily Journal of Commerce (b)(6)@dj.com (b)(6)@dj.com

Seattle Times - newstips@seattletimes.com (b)(6)@seattletimes.com,

(b)(6)@seattletimes.com

Tacoma News Tribune - newstips@thenewstribune.com

Seattle Weekly - (b)(6)@seattleweekly.com

Puget Sound Business Journal - seattle@bizjournals.com (b)(6)@bizjournals.com

Seattle Business Magazine (b)(6)@helm@tigeroak.com

Waterland Blog: editor@b-townblog.com

Project team media contacts:

- (b)(6) Sr. Manager, Media Relations; Seattle-Tacoma International Airport & Port of Seattle/P: 206-787-4923/AIRPORT MEDIA PAGER:206-787-680; email: (b)(6)@portseattle.org
- (b)(6)@desmoineswa.gov, (b)(6)@desmoineswa.gov; (b)(6)@desmoineswa.gov
- (b)(6)@desmoineswa.gov
- (b)(6)@portseattle.org

Media Advisory

GSA Breaks Ground On New 300,000 Square Foot Office Building

Phase Two of Des Moines Creek Business Park To Provide Up to 1,600 new jobs in Des Moines

SEATTLE -- The U.S. General Services Administration (GSA) and the Federal Aviation Administration (FAA) will officially break ground on a new sustainable, secure, and cost-effective facility for the FAA on Tuesday June 7, 2016 at 2 p.m. PST at the Des Moines Activity Center at 2045 South 216th Street in Seattle, Washington.

The FAA's new 300,000 square foot Northwest Mountain Regional Office project will allow the FAA to consolidate its 1,425 Seattle-based workforce into a single leased facility being built in accordance with the latest government guidelines for reduced office sizes. The new building will provide workspace for about 1,600 people and allow for modern equipment and infrastructure, enabling workers to do their jobs more efficiently.

GSA awarded a lease contract for new construction to Panattoni Development Company. The Des Moines Creek Business Park is a multi-phase, 87-acre property that will include up to two-million square feet of flexible-use, manufacturing, office, distribution and industrial business park buildings. The FAA project is expected to complete all of phase two of the business park.

The groundbreaking is a major milestone for both GSA and FAA who have worked closely to identify a viable option to address FAA's long term space needs.

WHAT: Groundbreaking for the FAA's new Northwest Mountain Regional Office Building

WHEN: Tuesday, June 7, 2 p.m. PST

WHERE: Des Moines Activity Center at 2045 South 216th Street, Seattle, WA 98198

WHO: Norm Dong, GSA Public Buildings Service Commissioner
George Northcroft, GSA Northwest Arctic Regional Administrator
Donald Drummer, Director of the FAA Aviation Logistics Organization
KC Yanamura, FAA Northwest Mountain Regional Administrator
Matt Pina, City of Des Moines Mayor
Courtney Gregoire, Port of Seattle Commissioner
Michael Nuernberger, Panattoni Senior Development Manager

RSVP at least 24 hours prior to your arrival to sally.mayberry@gsa.gov or call 303.941.7637 to ensure we can accommodate your parking and equipment sufficiently at the event.

News Release

GSA Breaks Ground On New 300,000 Square Foot Office Building

Phase Two of Des Moines Creek Business Park To Provide Up to 1,600 new jobs in Des Moines

SEATTLE – Today the U.S. General Services Administration (GSA), the Federal Aviation Administration (FAA) and local leaders, officially broke ground on a new office building for the Northwest Mountain Regional FAA Office. The new 300,000 square foot office project will be at the corner of South 216th Street and 24th Avenue South. It will allow the FAA to consolidate its 1,425 Seattle-based workforce into a single leased facility being built in accordance with the latest government guidelines for reduced office sizes.

"GSA is proud to support the FAA with their new regional headquarters facility in Des Moines, Washington," said Norm Dong, GSA Public Buildings Service Commissioner. "Through this new lease, FAA will be consolidating from multiple locations into a single, state of the art facility, and will be able to focus more resources on its core mission."

GSA signed a new 20-year lease agreement with Panattoni Development Company, Inc. (PDC) in partnership with MetLife, Inc. The FAA will occupy the five-story Class A office space in the spring of 2018. The facility will provide workspace for about 1,600 people to better deliver their mission to provide the safest, most efficient aerospace system in the world.

"We are excited about moving our FAA workforce under one roof, into this new state-of-the-art building," said KC Yanamura, FAA Northwest Mountain Regional Administrator. "This new workspace will change the way we work, as we deliver on our mission of providing the safest, most efficient aerospace system in the world."

CollinsWoerman Seattle Architects is designing the building and Abbott Construction will build it. This is the second of three phases for The Des Moines Creek Business Park, an 87-acre property that will include up to two-million square feet of flexible-use, manufacturing, office, distribution and industrial business park buildings. The FAA project is expected to complete all of phase two of the business park.

"This project is a great public/private partnership revitalizing unused land with great cooperation among the Port of Seattle, City of Des Moines and the GSA," said Bart Brynestad, partner at Panattoni's local Seattle office. "We couldn't have asked for a better kick-off to leasing this site than with the FAA as our first tenant at the Des Moines Creek Business Park."

The building is targeted for achieving Gold LEED 2009 Core and Shell and Commercial Interiors. LEED, or Leadership in Energy and Environmental Design, certified buildings are resource efficient. They use less water and energy and reduce greenhouse gas emissions. As an added bonus, they save money. It will be constructed using environmentally responsible construction and material selection practices and it will feature water efficient fixtures and landscaping, as well as highly efficient LED lighting.

"The partnership between the Port of Seattle, Panattoni and the City of Des Moines provides a great example of how effective public/private partnerships can be," said Matt Pina, City of Des Moines Mayor. The result is increased economic activity and significant job creation joined with City infrastructure improvements enhancing our roadway system and access to SeaTac Airport. We are pleased to welcome GSA/FAA to the City of Des Moines."

"The Port of Seattle congratulates the FAA on their new headquarters just minutes from Sea-Tac International Airport." said Commissioner Courtney Gregoire. "This business park will support

DRAFT DRAFT

3/4/2022

Office of Strategic Communication

FIUO

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FY23 Small Business Goals Comms Plan

As of June 20, 2023

Comms Plan Approvals

Office	Name, Date, Time of Approver
OSDBU Comms Team Leads	Briani Brown, Jackie Baker
CXO	DKR 2/8/23 -comments resolved by BB
OSC (Media Affairs)	Ks & nao 2/23
OSDBU	ER 2/22/23

Table of Contents

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Background/Scope

In April 2021, GSA publicly released the [Equity Action Plan](#) (EAP) in response to Executive Order 13985: Advancing Racial Equity and Support for Underserved Communities through the Federal Government. To further the President's agenda, the Office of Management and Budget (OMB) issued memorandum, [M-22-03, Advancing Equity in Federal Procurement](#). This memorandum implemented the President's commitments to increase the Small Disadvantaged Business federal contract spend goal to 15% by Fiscal Year 2025 and increase baseline spending to traditionally underserved entrepreneurs, including Small Disadvantaged Businesses, Women-Owned Small Businesses, Service Disabled Veteran-Owned Small Businesses, and Historically Underutilized Business Zone contractors. To achieve this, OMB identified five management actions for federal agencies to strengthen the small business supplier base.

Objectives

- Raise awareness for GSA's strong commitment to the small business community
 - Tactics: share small business success stories; ensure small businesses have the resources and training opportunities to do business with the federal government
- Raise awareness for GSA's FY23 Small Business Goals
 - Tactics: (internally) increase employee awareness and engagement by 7% (as measured by overall click-rate of leadership message); (externally) increase presence of OSDDBU leadership speaking publicly about small business goals and GSA's role in advancing equity in procurement

Main Messages

- GSA maintains a substantial commitment to our nation's small businesses, especially women, minority, veteran and disadvantaged small businesses.
- More than \$2.8B in contract dollars went to small businesses in FY22.
- GSA is focused on leveling the playing field for small businesses in underserved communities.
- Through our cross-cutting and comprehensive [Equity Action Plan](#), we're pushing for better outcomes across every area GSA oversees, including improving access and opportunities for underserved small businesses. [GSA's plan](#) focuses on three high-impact service areas where we lead: federal procurement, federal buildings, and federal technology design and delivery.
- Reinforcing the importance of small business goal achievement a key to advancing equity in procurement

- The principles of diversity, equity, inclusion, and accessibility (DEIA) are foundational to GSA's mission to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people.
- Small businesses are critical in providing value, helping agencies deliver on their missions, and creating good jobs in communities nationwide.
- For the 12th consecutive year, GSA earned an “A” grade or higher from the Small Business Administration in FY22, clearly demonstrating our impressive track record of delivering results for small businesses.

Audience Analysis

Audience	Message
GSA employees	<ul style="list-style-type: none"> • GSA's commitment to the small business community remains strong, is well recognized • Small businesses are critical in providing value, helping agencies deliver on their missions, and creating good jobs in communities nationwide • Reinforcing the importance of small business goal achievement is key to advancing equity in procurement • GSA is committed to increasing small and small disadvantaged business participation in the federal marketplace across all categories.
Public/Media	<ul style="list-style-type: none"> • Our goal is to make it easier for small businesses to do business with the federal government and succeed. • GSA has an impressive track record of meeting and exceeding small business benchmarks. These achievements are more than just numbers; they represent real opportunities for businesses and communities across the country. Obligating over 46% of GSA spend to small business and over 20% to small disadvantaged businesses in FY21.
Industry	<ul style="list-style-type: none"> • GSA is committed to increasing small and small disadvantaged business participation in the federal marketplace across all categories. • Our goal is to make it easier for small businesses to do business with the federal government and succeed.

Communications/Outreach Activities/Timeline

Office	Tactics	When/Where/ Why/How	Additional Information (link to Google document)	Point of Contact
OSC	Leadership Message + amplify in GSA Today	June 27, 2023	GSA's Progress in Achieving Our Small Business Goals	BB/JB (CXO)
OSC	Leadership Message + amplify in GSA Today	Feb 28, 2023	Our Unified Lift to Support our Nation's Small Businesses	BB/JB (CXO)
OSC	Press Release	March 24, 2022	FY22 Goals Press release	CXO/Media Affairs
OSC	Leadership Message + amplify in GSA Today	March 3, 2022	Leadership message (FY22 Goals)	BB/JB (CXO)

Draft Communications

Reviewer	Name, Date, Time of Approver
SME - Andrew Tulli	Andrew Tulli, 6/20/23, 2PM ET
OSDBU - Exodie Roe	ER - 6/20/23
FAS - Charlie Cook (for awareness)	CC 6/7 5 pm
CXO - (final) Deborah Ruiz	DKR 6/22
OSC (final) - Nate Osburn	Nao 6/7 11:30 am

To: All employees/GSA-Wide

From: Exodie C. Roe III, OSDBU Associate Administrator

Distribution date: Tuesday, June 27, 2023 **Status:** SENT

Email Subject Line: Update: GSA's Progress in Achieving Our Small Business Goals

Dear GSA colleagues,

The goals we've set for ourselves in supporting the nation's small businesses for Fiscal Year 2023 shows strong performance in small business and other socioeconomic categories. It's an achievement for GSA - providing us with an opportunity to acknowledge this accomplishment and to also reset our expectations for going forward.

Our efforts show that we've made significant progress since the [goals were announced in February](#). We're proud of these results midway through the year, but also know there is still room for improvement to meet our goal of 21.9% in the small disadvantaged business category. This allows GSA to continue supporting a strong small business economy and advance equity in federal procurement.

Our continued strong, collaborative relationship with the acquisition workforce will be instrumental in GSA reaching our FY23 goals, maximizing small business participation and supporting the Administration's priorities.

Progress towards our small business prime contracting goals are shown in the table below.

FY 2023 GSA Agency-wide Small and Socioeconomic Business Goals		
	Goal	Actuals as of 6/15/23
Small Business (SB)	33%	45.86%
Small Disadvantaged Business (SDB)	21.9%	16.82%
Women-Owned Small Business (WOSB)	5%	7.79%
Service-Disabled Veteran-Owned Small Business (SDVOSB)	3%	11.90%
Historically Underutilized Business Zone Small Business (HUBZone)	3%	3.90%

With the Federal Acquisition Service, Public Buildings Service and Office of Administrative Services, we're working to meet our mission of exceeding the small business goals set forth this fiscal year. This must be

a collaborative effort among all the GSA Business lines and services. OSDBU is confident that we will meet and exceed our goals, because of the great work we do with the acquisition workforce, through our outreach and advocacy, and the incredible job of our Small Business Specialists.

These goals are important because they help GSA meet mandated requirements, but achieving them also positively impacts local communities and the American economy. By supporting small businesses in the federal marketplace, we're fostering entrepreneurship, innovation, and job growth. We're also giving federal agencies access to America's best, most cutting-edge solutions.

GSA's progress in achieving agency-wide prime contracting goals is available in the [GSA Small Business Goal Achievement Dashboard](#) and on OSDBU's [Small Business Goals Progress](#) page on GSA InSite.

Thank you for your continued support in contracting with small businesses and the work that you do to support GSA's mission.

Best regards,

Exodie



COMPLETED/SENT Senior Leadership Message

Reviewer	Name, Date, Time of Approver
SME - Carena Jackson	CJ 2/22/23 9:38am est
CXO	DKR 2/8/23
OSDBU - Exodie Roe	ER 2/22/23 9:38am est
OGC -	AEL 2/24/23 @ 7:13 pm
OSC (final)	Ks & nao 2/23 1 pm

To: All employees/GSA-Wide

From: Exodie C. Roe III, OSDBU Associate Administrator

Distribution date: Tuesday, February 28, 2023 ~ **Status:** SENT

Email Subject Line: Our Unified Lift to Support Our Nation’s Small Businesses

Dear GSA colleagues,

I’m happy to announce GSA’s small business prime contracting and subcontracting goals for Fiscal Year 2023. GSA’s Office of Small and Disadvantaged Business Utilization’s (OSDBU) collaboration with the Federal Acquisition Service (FAS), Public Buildings Service (PBS), and Office of Administrative Services (OAS), has enabled OSDBU to conduct robust negotiations with our colleagues at the Small Business Administration (SBA). We set ambitious goals —allowing GSA to continue supporting a strong small business economy and advance equity in federal procurement.



Final agency-wide small business prime contracting and subcontracting goals are shown in the table below.

FY 2023 GSA Agency-wide Small and Socioeconomic Business Goals		
	Prime Contracting	Subcontracting
Small Business (SB)	33%	21%
Small Disadvantaged Business (SDB)	21.9%	5%
Women-Owned Small Business (WOSB)	5%	5%
Service-Disabled Veteran-Owned Small Business (SDVOSB)	3%	3%
Historically Underutilized Business Zone Small Business (HUBZone)	3%	3%

In partnership with FAS, PBS, and OAS, we’ve successfully shaped GSA’s approach and direction to ensure the agency’s next level of success. Our continued strong, collaborative relationship with the acquisition workforce will be instrumental in GSA reaching our FY23 goals, and supporting the Administration’s priorities.

It’s critical that every small business has a fair opportunity at federal business. They provide value, helping agencies deliver on their missions, and creating good jobs in communities nationwide. Our goal is to continue leveling the playing field for small businesses in underserved communities. We’ll do that by supporting small and socioeconomic small businesses in every procurement at the prime and subcontracting levels. These actions also highlight the significance and impact of [GSA’s Equity Action Plan](#).



GSA's progress in achieving agency-wide prime contracting goals is available in the [GSA Small Business Goal Achievement Dashboard](#) and on OSDBU's [Small Business Goals Progress](#) page on GSA InSite.

Thank you for your continued support in contracting with small businesses and achieving GSA's small business goals. OSDBU is confident in GSA's commitment to small business and ability to meet and exceed the agency's small business and socio-economic small business goals.

Best regards,

Exodie

Hooper Island Communications Strategy

[Background \(BLUF\)](#)

[Press release](#)

[Social media content](#)

[Twitter](#)

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[Press List](#)

[Visuals](#)

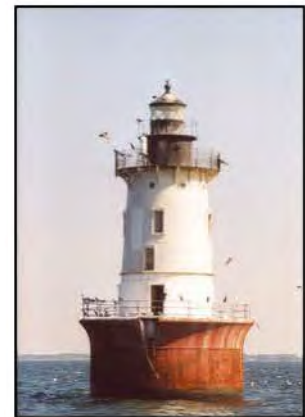
[For Consideration](#)

Background (BLUF)

Hooper Island is a caisson (sparkplug) lighthouse built in 1902. It is located approximately 3 miles west of Middle Hooper Island off of the eastern shore of Chesapeake Bay. The lighthouse stands in 18 feet of water with a focal plane height of 63 feet. The lighthouse was added to the National Register of Historic Places on December 2, 2002.

GSA is searching for a possible new steward to assume ownership of the lighthouse.

Pursuant to the National Historic Lighthouse Preservation Act of 2000, 54 USC Ch. 3051 (NHLPA), this property may be available at no cost to eligible entities defined as federal agencies, state and local agencies, non-profit corporations, educational agencies, or community development organizations, for education, park, recreation, cultural, or historic preservation purposes.



Press release

[Previous release \(June 8, 2021\)](#)

[Current release \(August 10, 2022\)](#)

Content:

GSA Announces the sale of Hooper Island Lighthouse

Federal government seeking new owner for historic Chesapeake Bay lighthouse

PHILADELPHIA — The U.S. General Services Administration announces the opening of the online auction sale of the Hooper Island Lighthouse. The federal government is searching for a new steward to purchase the lighthouse, located about four miles west of Middle Hooper Island in the Chesapeake Bay, Maryland.

Hooper Island Light is a caisson (sparkplug) lighthouse built in 1902. The lighthouse stands in 18 feet of water with a focal plane height of 63 feet. The lighthouse was added to the National Register of Historic Places on December 2, 2002.

The property is subject to:

- The United States Coast Guard's continued operation and maintenance as an Aid to Navigation on the lighthouse.
- Historic preservation covenants of the lighthouse.
- The execution of Memorandum of Agreement (MOA) with the United States Navy. The lighthouse is located within a Navy controlled surface danger area. For safety purposes, the successful bidder will be required to enter into an MOA that governs when access is prohibited.



The online auction began August 8, 2022. Those interested in bidding are required to register in advance and submit a \$5,000.00 registration deposit. The starting opening bid is set at \$15,000.00. Inspection of the structure must be done from a safe distance. Tying off to, climbing, anchoring to or trespassing on the Property is strictly prohibited due to safety concerns.

Investors are encouraged to begin their buyer due diligence now. The deadline to register and place a bid is September 21, 2022.

Investors can register to bid on this auction at www.RealEstateSales.gov.

Questions should be directed to:

Tod J. Taylor, Realty Specialist, GSA
404.215.6751 (o)
404.215.8600 (f)
tod.taylor@gsa.gov

Social media content

#SaveHooperIsland

Twitter

Do you want to have your own lighthouse? Now is your chance (point down)

Hooper Island Light Station in Maryland is available & looking for a new steward! Apply today
[[link] #SaveHooperIsland

Facebook

LinkedIn

Instagram

Press List

R1 Press list

Lighthouse Digest	editor@lighthousedigest.com
American Lighthouse Foundation	info@lighthousefoundation.org
United States Lighthouse Society	info@uslhs.org
Great Lakes Lighthouse Keepers Association	info@gllka.org
The Lighthouse Preservation Society	Keeper@LighthousePreservation.org
Preservation	preservation@savingplaces.org

Others:

(b)(6) @chespub.com, 410-770-4174 [Star Democrat]

Heart of the Chesapeake Country Heritage Area (Dorchester County) -

<https://visitdorchester.org/heritage-area/>

Amanda Fenstermaker, Tourism Director

2 Rose Hill Place

Cambridge, MD 21613

Tel.: 410-228-1000 or 800-522-TOUR

amanda@visitdorchester.org

Chesapeake Bay Maritime Museum - <https://cbmm.org/>

Preservation Maryland - <https://www.preservationmaryland.org/> , Nicholas Redding, President / nredding@presmd.org

My Eastern Shore MD
Baltimore Sun (local affiliate?)
NPR (Delmarva Public Media; Baltimore station)
Star Dem

Visuals

Full folder of visuals

GSA
U.S. General Services Administration

HOOPER ISLAND LIGHT STATION
CHESAPEAKE BAY, DORCHESTER COUNTY, MARYLAND

Constructed: 1902
Type: Caisson (sparkplug) lighthouse
Landmark status: National Register of Historic Places (2002)
Potential uses: Education, recreation, historic preservation.
Description: Located approximately three miles west of Middle Hooper Island off the eastern shore of Chesapeake Bay, the lighthouse stands in 18 feet of water with a focal plane height of 63 feet.

For Consideration

Ideas:

- Save the Light (Morris LH nonprofit; may know others or can publicize Hooper Island; info@savethelight.org)
- 'Save Hooper Island' social campaign (hashtag; graphics; short video)
- Partner(s) (for vis) - USCG; NPS (Natl. Register participant); Chesapeake Bay Foundation (entity, TBD);

Points for Consideration:

- Not soliciting money or setting up non-profit; awareness and availability (needs a new 'steward')
- Bang for buck - how much is too much effort w/o ROI

6/8 Agenda

- Reminder - [GPG announcement](#) w/ IRA funding going Friday
- [RRB messaging](#) and rollout
- Next milestone - St. E's in July
- Announcements schedule and next steps:
 - [IRA Announcements Schedule](#)
 - Generally three categories of projects
 - Projects we've announced - in which case looking for next milestone
 - Projects we haven't announced but are **ready** to announce
 - Projects we haven't announced and are not ready to announce
 - How do we want to announce the "rest" of the projects - what does that look like?

5/11

- **Standards rollout on Tuesday 5/16**
 - [Tick tock and rollout](#)
- **Next Big Milestones**
 - *Tentative: June 1 RRB*
 - *Green Proving Ground*
 - *St. E's: A-Suite prefers to do July*

DRAFT: INFLATION REDUCTION ACT COMMUNICATIONS PLAN

In this document:

- [Timeline & Immediate Next Steps](#)
- [Goals and assumptions](#)
- [Audiences](#)
- [Strategy/Approach](#)
- [Messaging/Talking Points](#)
- [Q&A](#)

Other docs:

- [IRA Announcement and Project Tracking](#) (OSC maintaining this w/ Jetta)
- [Fact Sheets](#)
- [NDER project info template](#)

Timeline/Immediate Next Steps:

JUNE

(b)(5)



- **San Luis, AZ Groundbreaking** (BIL + IRA)
 - *Targeting June 27*

JULY

- **St. Es – DHS Campus + Pepco MOU**
- **Hamilton, NYC (\$11M)**- part of LEC pilot - combo with tech recruitment event ? Mollo building in budget - \$286 million? ROB visit. ++

AUGUST

- **August 16** - Anniversary of IRA being signed into law - Administrator event - *let's think about what makes sense here*
- **Washington State - Sen Murray - Budget / Approps project**
 - **Region 10 UESC Award** - Seattle Electrification of downtown facilities
 - Maybe match this with a Puget Sound MOU
 - NARA facility design (\$9M)
 - Tribal engagement?
 - \$80 million for Tacoma Station in President's budget

Other:

- **Denver - Region 8 IRA NDER 6 NOITA ESPC** - Denver Federal Center (DFC) Ground source heat pumps, electrification, Net Zero Buildings
 - But note that Spring 2024: FDA lab groundbreaking IRA AND Ribbon Cutting for Interior
- **Region 4 IRA NDER 6 NOITA ESPC** - *Electrification of multiple buildings in Florida* -
 - *Send Nina or Allison or Jason*

SEPTEMBER

- **September 13 Detroit Autoshow** (potential)
- **September 11-14 RE+ in Vegas** (potential)
- **September 17-24 - ClimateWeek** (participated in 2021) (potential)
- **Sept 26-29 GreenBuild** - Federal Summit, Speaking and Booth (**confirmed**)

OCTOBER

- (Oct) **Region 7 IRA NOITA(s)** - Electrifications and decarbonization across the Southwest
 - Maybe match this with an ERCOT supply contract procurement
- **White House Electrification** (?)

NOVEMBER

- **Final LEC standards after 6 month pilot?**
 - Event at low-carbon material manufacturer
 - **Glass:** Vitro has plants in Wichita Falls TX, Carlisle PA, and Fresno, CA, and they would be happy to host Robin or whoever for a plant visit. A

half-dozen of us PBS folks toured their large, interesting Carlisle plant in February.

- Event at pilot project

2024

- **May: ARPA-E Summit** <https://www.arpae-summit.com/>

OTHER EVERGREEN STOPS:

- **Visits to Green Proving Ground companies**
 - **Biomason, Durham, NC** - Woman owned small biz - Biomason uses biology to produce a low-carbon alternative to portland cement. BioLITH are precast concrete-like thin tiles for interior and exterior application on floors and walls.
 - **Accelerate Wind - St. Louis, MO** - Woman owned small biz - Accelerate Wind's technology uses spoiler technology to shape the air flow closest to the roof.

Communication Goals:

- Support administration-wide effort to raise awareness about the benefits of the Inflation Reduction Act, building on the accomplishments of the Bipartisan Infrastructure Law.
- Reinforce how the IRA will boost domestic manufacturing and tackle climate change by strengthening the market for domestic low embodied carbon construction materials.
- Position GSA as leader/innovator in achieving the Administration goals to lead by example and achieve a net zero federal footprint - especially on embodied carbon and emerging tech.
- Localize the impact of IRA funding through effective local media outreach and storytelling.
- Strengthen GSA's relationships/affinity w/ external stakeholders, including MOCs, and industry, labor, other stakeholders that will be needed for implementation
- ***New: generate interest from ESCOs, encourage responses to notices of opportunity***

Assumptions:

- There is value in announcing how we intend to spend this money - at least when it comes to major projects – and **not** necessarily waiting for contract awards in all cases.
- Depending on the size/significance of the project, projects may be announced individually (St. E's) or as a group.
- Projects should be announced based on their significance/ripeness for announcement (among other factors) **not necessarily based on what tranche they are in.**
- Potential goal: by XXX. we will have announced all "major" projects, then we can come back with additional bites at the apple as contracts are awarded.
- Comms will need support identifying other significant angles - examples: e.g. first of a specific type of emerging technology being deployed in fed facilities

Audiences:

- Media:
 - National mainstream media
 - Niche/policy outlets - Vox, E&E, Fast Company
 - Local media in target markets w/ projects

- Industry outlets
- Stakeholders:
 - Congress & staff
 - Enviro policy/advocacy community
 - Emerging climate tech industry
 - Architecture/engineering industry
 - Labor
 - PBS Customer Agencies

Strategy / Overall Approach: A drumbeat of “evergreen” content on social channels punctuated by “peaks” of communication around specific announcements / news pegs.

Primary strategies we’ll be using to drive and shape message:

- **Investing in America tour:** Place-based administrator events to drive local coverage
- **National media outreach:** Especially around major news announcements
- **Social media:** Amplifying announcements and drumbeat of evergreen
- **Public engagement:**
 - *To discuss: talkers/influencers strategy*

Messaging / Talking Points:

- [Fact sheet](#) with job estimated and high level stats/facts
- **Existing IRA comms assets - including talking points:**
<https://docs.google.com/document/d/1NFFqulw9HDn-Cmh9d5tzAL2Nv28Ok4EVmlgSD/DZhF4M/edit?usp=sharing>

Top Line Messaging		
<p>The Inflation Reduction Act will lower costs for families, reduce the deficit, and combat the climate crisis – marking the most significant legislative step forward to cut carbon pollution in history.</p>	<p>For GSA, it will allow us to make the federal footprint greener and more cost-efficient with next generation technologies and low carbon materials - catalyzing American innovation and saving taxpayers millions in energy costs.</p> <p>The law provides \$3.375 billion that will allow GSA to invest in federal buildings, leverage emergency clean technologies, and boost the competitiveness of American manufacturers.</p>	<p>Including:</p> <ul style="list-style-type: none"> \$2.15 billion for low-embodied carbon materials in construction projects; \$975 million to support emerging and sustainable technologies \$250 million for measures to convert more buildings into High Performance Green Buildings.
Reducing Harmful Emissions	Creating Good Paying Jobs	Catalyzing American Innovation
<p>Through these investments, GSA estimates that it could reduce carbon emissions by over 6 million metric tons in embodied carbon.</p>	<p>These projects will create good-paying jobs.</p> <ul style="list-style-type: none"> ● Over 9,500 average annual economy-wide jobs across the 	<p>By increasing demand for low-carbon materials and emerging / sustainable technology here in the U.S., these investments will strengthen America's</p>

<p>That's the equivalent of taking about a million gasoline-powered passenger vehicles off the road for one year.</p>	<p>length of the projects (approximately 43,000 total job years)</p> <ul style="list-style-type: none"> • Supports \$2.8 billion in labor income • Increase National GDP \$4.3 billion • Generate nearly \$1 billion in tax revenue for state, local, and federal governments 	<p>domestic industrial base and catalyze innovation and job growth in homegrown industries that produce next-generation materials, products, and equipment.</p>
<p>Improving Efficiency & Reducing Long-Term Costs</p>		
<p>By making federal buildings more energy-efficient, these projects will reduce operating costs and save money for taxpayers over time. For example, PBS has avoided over \$638 million dollars in energy costs alone since 2008 through energy efficiency improvements and other investments.</p>		

Timeline - IRA Tranche 1 Rollout

Date	Tactics	Goals / Messaging
Dec. 15	All content finalized	
Dec. 16	Congressional notification	
Dec. 19	Press Release w/ project descriptions and link to fact sheet	<input type="checkbox"/> Local <input type="checkbox"/> National
Dec. 19	Social Media / Infographics	
Dec. 19	Landing page	<div style="background-color: black; color: red; padding: 2px;">(b)(5)</div> <input type="checkbox"/> Project Descriptions <input type="checkbox"/> Link to Fact Sheets

Tough Questions:

How will the Inflation Reduction Act continue GSA's mission of promoting diversity and inclusion, engaging with underserved communities, and continuing tribal engagement?

- [Tribal Communities](#)
- [AANHPI Communities](#)
- [Environmental Justice](#)

- [Rural Communities](#)
- [Latino Communities](#)
- [Black Communities](#)

How will IRA create job opportunities?

[Clean Energy Jobs](#)

Social Media:

Launch Post

[LINK](#)

Big news from @USGSA: with \$300M in funding from the #InflationReductionAct, we're launching a series of construction and renovation projects to drive homegrown clean energy innovation. By incorporating emerging technologies and low-carbon materials into federal facilities, we're working towards net-zero emissions buildings by 2045.

Video:

<https://drive.google.com/file/d/1N0mSExV7RHJuqLEgoFgO7vUSoC1XB0Op/view?usp=sharing>

Post 1

With the #InflationReductionAct, GSA is taking bold action to reduce carbon emissions. #GSA #innovation

Post 2

The #InflationReductionAct is a game-changer for GSA – providing \$3.4 billion to invest in federal buildings and support American manufacturers. #GSA #innovation

Post 3

Thanks to the #InflationReductionAct, GSA can lead the charge in reducing the federal footprint, supporting American innovation, and creating over 9.5k good-paying jobs. #GSA #innovation #jobs

Post 4

The #InflationReductionAct is a once-in-a-lifetime opportunity to make the federal government more sustainable, support American manufacturers, and boost GDP by \$4.3 billion. GSA is ready to lead the charge. #GSA #innovation

Post 5

By investing in low-carbon materials and sustainable technology, the #InflationReductionAct will reduce carbon emissions and generate nearly \$1B in tax revenue for state, local, and federal governments. #innovation #jobs

GRAVEYARD/NOTES:


Observations and Questions:

Jason qs:

This is greatly appreciated Channing. I like where we are headed for Tranche 2 announcements. A few observations after reviewing the tranche 2 documentation and projects. You may have already considered these items, I working with limited background so these are general observations. I defer to you all.

- With the release of tranche 2, we will have allocated 45% of funding. Tranche 2 largest allocations are to BIL projects.
- Does this potentially spark interests in tranche 3? That tranche 2 is overshadowed. At the rate we have allocated to this point, tranche 3 is the bigger announcement—most of the funding will be allocated in the two areas other than low embodied carbon.
- Likely these BIL allocations are to cover funding deficits on particular projects. Should we be prepared to respond to questions about this? And, with this allocation to BIL can we comfortably say this covers the funding deficiency on these projects and zeros them out?
- IRA is going to experience the same funding limitations (I believe I read \$1 IRA for every \$5 FBF). Is this an opportunity to address or start a conversation about FBF appropriations? I am really thinking about the bigger picture on this and I defer to you all. Just something that jumped out at me.
- In thinking about this, I am wondering if we take the focus off IRA as infrastructure and more on economic impacts and elevate BIL in some capacity to fill the infrastructure conversation. Basically, instead of thinking of them as independent legislative actions, think of them as a whole so we can call attention to the bigger themes. This may help address your “so what” factor.
- I love your regional dissemination thoughts. I really do think we need to move awards and localized announcements to the regions and focus on the bigger picture from Central.
- Love to continue to be part of these conversations and contribute in any way you think would be beneficial.

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(b)(5)



CUI//SP-PROCURE

1. Review channel strategy - does this seem right?

- a. First/Only/New? → Press release
 - i. Audience = primarily reporters
- b. Additional context or human element / Resource / More evergreen / More like feature story structure → Blog
 - i. Audience = reporters + other audiences

2. Other tactics

- a. Pitches - not as necessary for industry media
- b. Embargoes - educate / use more
- c. Exclusives - educate / use more - more necessary for mainstream outlets than industry. Can make it more likely you get pick up.
- d. Press conferences
- e. Media roundtable (media call) / to discuss: when / regional calls a good use case when we have regional angles - project lists etc.
- f. Op-eds / guest columns (both paper and popular news/magazine sites)

3. Checklist

- a. Expectations setting
- b. Unrealistic pitch targets
- c. Not distinguishing between different audiences/goals. Awareness/elite media.
- d. Not thinking enough about targets, especially niche outlets and reporters who cover that beat.
- e. Need for plain language
- f. Announcing news with a blog
- g. Identifying the wrong "hook" or not having one/enough
 - i. Not finding the significance, "news"
- h. Only pitching after release (sometimes OK)
- i. Overemphasis/underemphasis on social media
- j. Alignment with external events (GSA or external)
- k. Others?

4. Questions to ask:

- a. Is it clear who the audience is and do the outlets reach them?
- b. Is there a way to localize/regionalize?
- c. Internal vs external?

GSA External Communications Toolkit

Property Disposal Actions

(b)(5)



Press Release - Start of Disposal Action



News Release
U.S. General Services Administration

For Immediate Release -- XXXXXX

Contact: XXXX

GSA Begins Process to Divest its XXXX Properties

(b)(5)

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Press Release - Start of Public Sale



News Release
U.S. General Services Administration

For Immediate Release -- XXXXXX

Contact: XXXX

GSA to Sell XXXXX Building via Online Auction

(b)(5)

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Page 519 of 665

Withheld pursuant to exemption

(b)(5)

of the Freedom of Information and Privacy Act

Post Award Engagement Comms Plan

As of April 4, 2023

Comms Plan Approvals

Office	Name, Date, Time of Approver
CXO Communications Team Leads	Briani Brown, Jackie Baker
CXO	Deborah Ruiz 3/3
OSC - Client Relations	
OGP (Awareness)	
Media Affairs	
Media Affairs - Social (Awareness)	
OSDBU	

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Main Messages	2
Audience Analysis	3
Outreach Activities	4

[Timeline](#)

5

[Draft Communications \(Leadership Message\)](#)

6

[Background/Scope](#)

In April 2021, GSA publicly released the [Equity Action Plan](#) (EAP) in response to Executive Order 13985: *Advancing Racial Equity and Support for Underserved Communities through the Federal Government*. The EAP outlines concrete steps to address systemic challenges facing underserved communities. As part of this plan, GSA has committed to establishing a robust [Post-Award Engagement \(PAE\) strategy](#) to help socioeconomic small businesses (SESBs) successfully achieve sales through their GSA contract vehicle.

[Objectives](#)

- Raise awareness for GSA's strong commitment to the small business community
- Raise awareness for GSA's Post Award Engagement Strategy and [Supplier Diversity Plan](#)
- Promote the National Customer Service Center (NCSC) to help SESBs gain access to information/assistance around GSA requirements
- Increase SESB participation by sharing best practices (FAQs), success stories, positive customer experiences and testimonials
- Promote matchmaking events that connect industry partners with federal requirement owners and program offices around forecasted opportunities

[Main Messages](#)

- GSA has a substantial commitment to our nation's women, veteran, minority and disadvantaged small business entrepreneurs to bring these small businesses to the forefront of federal procurement opportunities.
- Expanding opportunities for small business owners is one of GSA's long-standing top priorities.
- In July 2022, GSA earned an A+ on SBA's Small Business Procurement Scorecard for FY21, the 12th consecutive year for GSA to earn an A or higher on its efforts to deliver results for small businesses.
- GSA's unique role empowers it to support small businesses around the nation so that the government gets the best and most innovative products and services available to meet the country's needs.

- During fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level.
 - More than 50% of GSA's building budget was awarded to small businesses in FY22.
- By giving small businesses a fair shot at the federal marketplace, we're spurring entrepreneurship, innovation, and equitable job growth. And we're giving federal agencies access to America's best, most cutting-edge, solutions.
- Through the Post-Award Engagement Plan, we will increase diversity in our federal marketplace while continuing to drive better mission outcomes and better value for agencies.
- The principles of diversity, equity, inclusion, and accessibility (DEIA) are foundational to all of GSA's mission to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. Through our cross-cutting and comprehensive [Equity Action Plan](#), we are pushing for better outcomes across every area GSA oversees. We're building a government that looks like, works with, and delivers for all of America.
- Our goal is to be inclusive for small businesses in all communities to reduce barriers to contracting opportunities and advance equity in federal procurement .
- Our vision is to be a trusted partner in developing and fostering a diverse and equitable Federal marketplace.

Audience Analysis

Audience	Message
GSA employees	<ul style="list-style-type: none"> ● GSA has a substantial commitment to our nation's women, veteran, minority and disadvantaged small business entrepreneurs. ● The principles of diversity, equity, inclusion, and accessibility (DEIA) are foundational to all of GSA's mission to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. ● We're building a government that looks like, works with, and delivers for all of AmericaDuring fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level. <ul style="list-style-type: none"> ○ More than 50% of GSA's buildings budget was awarded to small businesses in FY22.

	<ul style="list-style-type: none"> ● Through this Post-Award Engagement Plan, we will increase diversity in our federal marketplace, while continuing to drive better mission outcomes for agencies, and provide better value. ● OSDBU is responsible for overseeing the implementation with lead and supporting offices (FAS, PBS, OGP, OAS, OSDBU, OCE) providing resources to develop and execute each activity outlined in the plan. ● By giving small businesses a fair shot at the federal marketplace, we’re spurring entrepreneurship, innovation, and equitable job growth. And we’re giving federal agencies access to America’s best, most cutting-edge, solutions.
Public/Media	<ul style="list-style-type: none"> ● The Post-Award Engagement plan was created with the purpose of providing the SESB community the support needed to help them reach the critical next steps after contract award. ● Through the Post-Award Engagement Plan, we will increase diversity in our federal marketplace, while continuing to drive better mission outcomes for agencies, and provide better value. ● During fiscal year 2021, GSA awarded \$2.7 billion - more than 46% of eligible dollars - to small businesses, exceeding all of its small business and socioeconomic small business goals at the prime contract level. <ul style="list-style-type: none"> ○ More than 50% of GSA’s building budget was awarded to small businesses in FY22. ● Our goal is to be inclusive for small businesses in all communities. ● Our vision is to be a trusted partner in developing and fostering a diverse and equitable Federal marketplace ● By giving small businesses a fair shot at the federal marketplace, we’re spurring entrepreneurship, innovation, and equitable job growth. And we’re giving federal agencies access to America’s best, most cutting-edge, solutions.
Industry	<ul style="list-style-type: none"> ● The Post-Award Engagement plan was created with the purpose of providing the SESB community the support needed to help them reach the critical next steps after contract award. ● Through the Post-Award Engagement Plan, we will increase diversity in our federal marketplace, while continuing to drive better mission outcomes for agencies, and provide better value. ● Our goal is to be inclusive for small businesses in all communities ● Our vision is to be a trusted partner in developing and fostering a diverse and equitable Federal marketplace

	<ul style="list-style-type: none"> By giving small businesses a fair shot at the federal marketplace, we're spurring entrepreneurship, innovation, and equitable job growth. And we're giving federal agencies access to America's best, most cutting-edge, solutions.
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Communications/Outreach Activities

Please fill in what your office is doing to **promote and help socioeconomic small businesses achieve post-award success**. (for example: outreach events, industry days, matchmaking events, workshops, training). OSC will use these activities to help promote awareness throughout the year. If you don't have any activities planned, please note that as well.

Office	Proposed activity	When/Where/ Why/How	Additional Information (link to Google document)	Point of Contact
Office of Government-wide Policy				
Federal Acquisition Service				
Office of Small and Disadvantaged Business Utilization	OSDBU training and events	Virtual		Judith Stackhouse (OSDBU)
Public Buildings Service				

Office of Customer Experience				
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Timeline

<i>Communication</i>	<i>Owner</i>	<i>Date</i>	<i>Distribution Channel</i>	<i>POC</i>	<i>Status</i>	<i>Comments</i>
PAE Talking Points	OSDBU/OSC	1/24/23		OSDBU/OSC	Completed	Will add to Exodie's speaking engagements as appropriate.
Leadership Message	BB/JB	TBD	GovDelivery/ GSA InSite	Judith Stackhouse (SME)	Pending draft - see below	

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Draft Communications

Senior Leadership Message

Reviewer	Name, Date, Time of Approver
SME - Judith Stackhouse	JS 4/4/23 via email (edits resolved by BB)
OSDBU - Exodie Roe	4/6/2023 (ER edits resolved by BB)
Senior Advisor - Andrea M. O'Neal	
CXO Comms Lead - Briani Brown	BB (resolved/included Andrea & Nate's edits) 4/26 @ 4:37PM
OGC -	AEL 4/7/23 @ 12:19 pm
OSC (final)	

To: All employees

From: Exodie Roe, OSDBU Associate Administrator or Robin Carnahan, GSA Administrator

Distribution date: May TBD

Email Subject Line: How We're Leveling the Playing Field for Our Small Businesses

Dear GSA Colleagues,

I am proud to introduce [GSA's Post-Award Engagement \(PAE\) Plan](#). As Associate Administrator for GSA's Office of Small and Disadvantaged Business Utilization (OSDBU), and Chair of the Federal OSDBU Council, this plan was developed to support the Administration's goal of advancing equity, reducing barriers, and helping our Socioeconomic Small Business Supplier (SESB) community achieve post-award success with their GSA contract.

Based on GSA's own data analyses and industry feedback, we have determined that many small businesses need help both getting into the federal marketplace and successfully achieving obligations *after* they have been awarded contracts on GSA's acquisition vehicles. Competing for sales post-award is a crucial time for these small businesses because what happens during those early months can mean the difference between flourishing and failure.

Through our PAE plan, we're leveling the playing field for the small business community by helping the SESBs reach that critical next step. Our plan is unique to GSA – the first of its kind – and responds to [Executive Order](#) 13985, *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*, signed by President Biden, directing the federal government to take concrete steps to address systemic challenges facing underserved communities across the country. It has 3 key objectives and will support the Administration's whole-of-government effort to advance equity in procurement:

1. Establish a robust post-award engagement strategy to help drive success within the SESB community in achieving sales through their GSA contracts.
2. Implement activities and initiatives to enable SESB suppliers to achieve success through their GSA contract, post-award.
3. Evaluate SESB performance government-wide and monitor progress in meeting the metrics for the post-award engagement plan.

I'd like to thank our PAE team for their hard work. Staff members across FAS, PBS, OGP, OAS, OSDDBU, and OCE were actively involved in the plan's development, including developing the tactics and initiatives to help more SESBs become successful post-award. Now the PAE team is working on implementing the plan.

GSA is committed to increasing small and small disadvantaged business participation in the federal marketplace across all categories. Part of meeting and exceeding all of our goals is for us to improve and learn how to do things better, so we're listening to small businesses and getting feedback from our team to update our strategy. With that, we'll continue improving processes so every small business has a fair opportunity at federal government business.

The future is bright and this is because of the outstanding effort we've put forth. GSA is committed to reaching the nation's small businesses and will continue our advocacy as we strive to ensure doing business with GSA is as flexible and agile as possible.



As you can tell, each of our teams play a big role in implementing this plan. If you have ideas or suggestions about how to best accomplish these goals, please don't hesitate to reach out to the point of contact in your office for the PAE team or contact the GSA Post Award Engagement Team at gsapaefeedback@gsa.gov, as appropriate.

Best regards,

Exodie

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- 3** Metrics
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- 5** Primary Audience & Job Series
- 6** Platforms & Timeline
- 6** Key Messages & Tactics
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RECRUITMENT CAMPAIGN OVERVIEW

GSA'S RECRUITMENT CAMPAIGN AIMS TO ATTRACT TOP TALENT BY HIGHLIGHTING THE BENEFITS OF WORKING AT GSA THROUGH TARGETED OUTREACH

CAMPAIGN TACTICS

- Infographics for job series
- "We are GSA" social media campaign
- Social media outreach (LinkedIn, Twitter, Facebook, Instagram)
- Review and refresh GSA career pages on gsa.gov
- Targeted blog posts for GSA job audiences
- Short videos of GSA employees at work
- External outreach and events for recruitment
- Consider native-centric schools for recruitment

PRIMARY AUDIENCES

- Employees at other federal agencies
- Mid-career professionals
- Entry-level candidates
- Professional societies
- Social media followers (LinkedIn, Facebook)
- Colleges and universities
- Technology professionals
- The public

TARGET JOB SERIES

- 545 - Program analyst
- 1101 - Project management
- 1102 Contract specialist
- 1170 - Realty specialist
- 1176 - Building management specialist
- 2210 - IT Specialist Series & Parentheticals

COMMUNICATION CHANNELS

- GSA.gov
- GSA Facebook
- GSA Instagram
- GSA LinkedIn
- GSA Twitter
- GSA YouTube

TIMELINES

- July 2022: Internal rollout of "We are GSA" video
- August/September 2022: External rollout of "We are GSA" videos
- October 2022: Recruitment plan presentation to A-Suite/HSSOs
- November 2022: Social media campaign launch
- December 2022: Announcement of 2022 Federal Employee Viewpoint Survey results
- February 2023: GSA Summer Internship Hiring Initiative
- March 2023: "This is GSA" video provided to OHRM for posting on USAJobs ads
- August 2023: Native/Tribal outreach

Image: A group of diverse GSA employees standing together in an office setting.

GSA Logo: Located in the bottom right corner of the infographic.

Purpose of the Communication Plan:

The communication plan lays out a strategy for communication activity surrounding the Office of Strategic Communications' (OSC) external Recruitment Communications Campaign including: talking points, videos, and social media. The plan presents a unified communications strategy to boost recruitment in FY 2022-23.

Plan Overview

Administrative Objective

As reported by OHRM and the national media, there is a tight labor market nationwide as companies fight for talent in a competitive market by raising wages and increasing work flexibilities and benefits packages. In response to these conditions, GSA's Office of Strategic Communications and Office of the Administrator have chosen to make recruitment a top priority in FY22-23. To fill open positions GSA would like to attract applications from a diverse range of candidates from federal agencies and the private sector.

The objective of this multi-tiered campaign is to:

- Attract new and diverse talent to GSA, both at the entry-level and in more senior positions.
- Promote hiring/retention for high priority positions such as project managers and contracting officers.
- Increase GSA's visibility and position GSA as a desirable workplace both within the federal government and to current private sector workers.
- Increase quality and number of applications for entry-level and mid-level positions.

Metrics

For this communication plan, success will be measured by:

- Responsive, proactive, transparent, accurate, clear and timely involvement and dissemination of internal information.
- Overall internal and external stakeholder engagement and satisfaction
- Responsive proactive and reactive external communication efforts.
- Analytics obtained from distributed products on GSA.gov and USAJobs websites, and GSA's social media channels.

Communication Objective

When communicating with the target audiences, the object is to ensure the audience:

- Knows GSA and the work that we do.
- Understands the benefits and opportunities available to them at GSA.

Overall Plan Messaging

Recruiting and retaining a team that looks like America, across America. Making it easier to serve wherever you are.

- GSA is a best place to work in the federal government.
- GSA is committed to fostering a culture of inclusion and belonging where everyone is empowered to do their best work.
- GSA's work-life balance is a cornerstone of the agency's workplace culture.
- GSA is shaping the federal workplace of the future.
- GSA offers a variety of different positions for skilled workers.
- GSA is competitive with the private sector.

- GSA has many opportunities for entry level employees.
- GSA offers its employees opportunity for growth.
- GSA's employees are contributing to the greater good.

Other potential messaging: [Talent Campaign Talking Points](#).

Plan Scope and Timeframe

This document defines an overall strategy for the Recruitment Campaign beginning in August 2022.

Overall Strategy

- The Recruitment Campaign Communications Team will support GSA's recruitment efforts by designing communication strategies and supporting tactics which increase visibility of job opportunities at GSA.
- The campaign will be broken down into three parts:
 - Part One - General Voices Speaking
 - Part Two - Specific Voices Speaking
 - Part Three - Action-focused Outreach

Supporting tactics and accompanying assets include:

- Video production
 - USAJobs overall GSA recruitment video: ***This Is GSA. Join Us!*** (OSC Viscomms)
 - [Direct Youtube link](#)
 - [Google drive link for download](#)
 - Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/jOC7Z4HWBAo" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>`
 - Position-specific recruitment videos (OSC Viscomms)
 - Office-specific recruitment videos ([for reference](#)) (OHRM contractor)
 - [GSA IT Script](#)
 - FAS Script
 - OHRM Script

- PBS Script
- Graphic design (OSC Viscomms/Stakeholder Engagement)
 - [“We are GSA” Asset Options](#)
 - Social media graphics package
- Social media
 - [Recruitment campaign: social media plan](#)
 - Build out of five remaining talent and recruitment LinkedIn pages
- Talking points
 - [Talent and recruitment talking points](#)
- Writing and editing support (OSC Stakeholder Engagement)
 - Recruitment campaign: blog series
- Tactical support
 - GSA.gov website support/updates (OSC Digital Comms)
 - Rotating feature block on GSA.gov
 - [Revised GSA.gov careers pages](#)
 - Recruitment campaign toolkit

The Recruitment Campaign Communications Team

- Michael Browning, Branch Chief, Stakeholder Engagement, Social Media Supervisor
- Scot Koehler, Director, National Recruitment Center
- Jackie Baker, Communications Specialist
- Brianna Burke, Communications Specialist
- Amanda Shull, Communications Specialist
- Sean Galloway, Head of Production, VisComms
- Matthew Sheehey, Communications Specialist
- Kathleen Guzda Struck, Stakeholder Engagement, Editorial Comms Supervisor
- Jeff White, Director, GSA Visual Communications Program
- Jeff Woodworth, Communications Specialist

This team is led by Patrick Sclafani, Regional Communications and Public Affairs Manager - (R1, R2, NCR)

Primary Audiences

- employees at other federal agencies
- mid-career professionals
- entry-level candidates

- professional societies
- social media followers (LinkedIn, Facebook)
- colleges and universities
- technology professionals
- the public

Target Job Series

- 343 - Program analyst
- 1101 - Project management
- 1102 Contract specialist
- 1170- Realty specialist
- 1176 - Building management specialist
- 2210 - IT Specialist Series & Parentheticals

Communication Platforms / Channels

Public/External:

- GSA.gov
- GSA Facebook
- GSA Instagram
- GSA LinkedIn
- GSA Twitter
- GSA Youtube

National Recruitment Center Timeline

See [yearly NRC timeline for OSC](#).

Key Communication Event Timeline (Subject to Change)

2022

- **July**
 - Internal rollout of [We are GSA](#) video
- **August/September**

- External rollout of We are GSA video on LinkedIn and Facebook and drive to OHRM GSA.GOV Recruitment Page - <https://www.gsa.gov/about-us/careers-at-gsa/why-work-at-gsa>
 - Segment full We Are GSA Video into Teaser's for SM use
- **September**
 - CHCO Traci DiMartini Spoke at the DocuSign/Meritalk Public Sector Symposium on Sept. 13.
Press article: [GSA CHCO: Leadership, Innovation Driving Top-Level Projects](#)
 - Present Recruitment Plan to A-Suite/HSSOs
 - [Recruitment Campaign Pitch Presentation](#)
- **October**
 - Blog by GSA CIO pitching GSA tech jobs for Cybersecurity Awareness Month: [Technology Workforce is First Line of Defense](#)
 - October 11 - GSA Today request for participants in the social media campaign.
 - Link to [editable form and responses](#).
 - Link to [shareable form](#).
 - October 31 - Social Media Campaign prelaunch: [Video #1: Hayden Shock](#) posted on social media channels.
- **November**
 - Additional videos created/ finalized, continued call/outreach for participants.
 - External outreach for GSA expanding technology law division
 - November 10 - GSA Blog: [New Technology Law Division Bolsters GSA's Leadership in Technology Modernization](#)
 - [Social for GSA tech jobs:](#)
 - [Twitter:](#)
https://twitter.com/USGSA/status/1592933861566169091?s=20&t=h9jUlnMB2eG5a8Tr2_mDBA
 - [Facebook:](#)
<https://www.facebook.com/photo?fbid=514336120739457&set=a.304670128372725>
 - [LinkedIn:](#)
<https://www.linkedin.com/feed/update/urn:li:activity:6998685130386984963>
 -
 - November 22 - Social Media Campaign official launch: [Video #2: Carli Freeman](#)
 - November 23 - GSA Blog: [Current GSA Staff Invite Jobseekers to Join the Agency](#)

- November 29 - GSA Today message looking for volunteers to participate in the Social Media campaign.

- **December**

- 2022 Federal Employee Viewpoint Survey results announcement
 - [GSA Gets High Marks in 2022 Federal Employee Viewpoint Survey](#)

2023

- **January**

- Video #3 Posted to Social Media: [Levron Shuchalter](#)
- Video #4 Posted to Social Media: [Monica Suber-Duffy](#)
- Video #5 Posted to Social Media: [Bruce W. Hall](#)

- **February**

- [2023 GSA Summer Internship Hiring Initiative](#)

- **March**

- [This Is GSA, Join Us!](#) video completed and provided to OHRM for posting on USAJobs ads.

- **August**

- Native / Tribal launch with inclusion into campaign via possible web feature or video snippet. *(It is important to note that while meeting with the Tribal Liaison from the OOA, she mentioned how important government contracting for native small businesses is for their lifestyle and economic sustainability/advancement. It was suggested that something for consideration should be appealing to the Native audience specifically with Contracting job opportunities while speaking directly to how federal contracts play a big part in their life.)*

External Outreach:

Phase One: General Voices Speaking

Goal: General outreach intended to increase recognition of GSA, humanize, work/employees, and highlight GSA's diverse workforce and benefits.

Tactic 1: Share short unscripted videos on social media of employees talking about what they like about working for GSA. (OSC Stakeholder Engagement Branch)

[Tactic 2](#): Repurpose "[We Are GSA](#)" Video. The video will be cut down to 1 minute for posting on all USAJOBS GSA announcements similar to those seen on [Veteran's Administration job postings](#) and add to GSA Recruitment Center LinkedIn. (OSC Visual Comms)

Phase Two: Specific Voices Speaking

Goal: Targeted outreach intended to focus attention on specific position openings either through a focus on the positions/target audiences themselves or the organizations within GSA that are hiring for those positions.

[Tactic 1](#): Develop and disseminate targeted outreach materials for each of GSA's core professional series.

[Tactic 2](#): Create job specific videos to be posted on USAJOBS. (OSC Visual Comms)

343 - Program Analyst

Key Messages:

- GSA provides a highly collaborative environment where employees have the opportunity to influence regional and national policy through data driven decisions and human centered solutions.
GSA seeks individuals who have the ability to use complex data in order to enhance the efficiency of agency operations and provide exceptional customer experiences as we build the government of tomorrow.
- GSA provides opportunities for employees to improve program and agency efficiency through data analysis, strategic planning, and new dynamic ideas.
- GSA is responsible for delivering enhanced customer experiences by using quantitative and qualitative data to provide human centered solutions.
- GSA provides innovative solutions for the government. This means continuing to develop smart, data-driven governmentwide policies that improve how agencies serve the American public, impacting their customer experience with the federal government and building their trust in a government that works for everyone.
- GSA's Program Analysts perform a wide variety of analytical assignments in the form of projects, research, and other initiatives that impact many of GSA's diversified programs. (GSA LinkedIn)
- Program Analysts are involved in strategic planning initiatives that drive positive business actions, they gather and analyze data to help management make strategic

business recommendations, and they help the agency influence customer solutions across the federal government. (GSA LinkedIn)

Tactics:

- One page infographic
- “We are GSA”
- “This is GSA”
- Social media outreach

1101 - Project Management

Key Messages:

- GSA is responsible for delivering much of the space requirements of federal agencies.
- GSA provides national leadership, policy direction, and standards in the areas of architecture, engineering, urban development, sustainable design, fine arts, historic preservation, construction services, and project management.
- To ensure a high standard of excellence for the American public, GSA engages the best private-sector architects and engineers to design, modernize existing, and construct new federal buildings through its internationally renowned Design and Construction Excellence Program.
- GSA's historic building legacy includes more than 1600 structures symbolizing the permanence and stature of our federal government. GSA proudly maintains their architectural excellence.
- GSA project managers integrate cutting edge sustainable building principles and design excellence standards into every project ensuring our clients receive quality products and services.
- GSA design teams apply the latest technology and principles of sustainable design enabling us to learn from our projects and reach greater heights of performance. GSA will continue to conserve energy and water, to utilize ecological systems and enhance the natural environment while offering a safe and healthy building for Federal workers.
- GSA is committed to developing, advocating, educating, and disseminating high standards of sustainable projects and performance through an integrative process that ensures state of the art design and dynamic workplace concepts.
- GSA's Project Managers work on a wide array of assignments. They determine appropriate products and services with clients or customers to define project scope, requirements, and deliverables and develop, modify, and provide input to project plans.

They also implement plans to meet objectives, while coordinating and integrating activities and administering project resources. (GSA LinkedIn)

Tactics:

- One page infographic
- “We are GSA”
- “This is GSA”
- Social media outreach

1102 - Contract Specialist

Key Messages:

- GSA is responsible for the delivery of over \$84 billion of products, services, and solutions that allow federal agencies to efficiently meet their missions while also saving taxpayer dollars.
- GSA provides agencies with access to American-made products and domestic suppliers while supporting diversity, equity, inclusion, and accessibility of federal procurement.
- As a GSA Contract Specialist you will be a steward responsible for billions of federal tax dollars in contract obligations on behalf of the American people.
- GSA Contracting Officers develop and execute pre and post award duties to ensure successful acquisition strategies for unique clients and projects.
- FAS’s workforce of over 3,200 individuals aims to make government deliver for people - in practical, tangible ways that make a difference in people’s lives.
- FAS recruits, retains and leverages the talent that makes our relationship with our customers effective now and progressive for the future.
- At GSA we are working with stakeholders to identify problems, develop solutions, and execute effective changes that make the government more capable of carrying out its mission to serve the public.
- As an integral part of GSA, the Federal Acquisition Service (FAS) possesses unrivaled capability to deliver comprehensive products and services across government at the best value possible. (GSA.gov)
- FAS takes a lead role in providing assistance during moments of national crisis. For example, CDC looked to FAS to create the 1-800-COVID hotline at the beginning of the pandemic, support natural disaster relief efforts, and get supplies and services to areas in need. (gsa.gov)
- FAS supports employee development through a variety of programs that include mentoring, networking, and development opportunities. Beginning with onboarding,

employees are supported with opportunities to connect and engage across the agency. (Talent Campaign Talking Points)

- GSA's Contract Specialists work on a host of contracts in various programs that support the entire federal government. Contract Specialists perform the full range of policy-related work, price analysis, cost analysis, contract negotiation, administration, and termination. Contract Specialists work in conjunction with Contracting Officers and play an integral role in GSA's acquisitions. (GSA LinkedIn)

Tactics:

- One page infographic
- "We are GSA"
- "This is GSA"
- Social media outreach

1170- Realty Specialist

Key Messages:

- GSA leases space in some of the most dynamic real estate markets in the country and works with world class brokers and real estate professionals everyday.
- GSA, the nation's largest public real estate organization, provides workspace for over one million federal workers.
- GSA is an industry leader in sustainability and incorporates sustainability provisions in the leased buildings guidelines as new federal laws, policies, and Executive Orders are issued.
- GSA leasing specialists work directly with Broker Contractors that emphasize saving public funds, improving customer experience from requirements development through occupancy, and leveraging private-sector expertise.
- GSA is reimagining the workplace of the future so federal agencies can be ready to operate effectively as we have learned during the Covid-19 pandemic. (Talent Campaign Talking Points)
- GSA Realty Specialists perform a wide range of acquisition and federal space management work for complex realty transactions. They are responsible for acquiring, managing, and disposing of real property in conjunction with public lands programs and/or water projects; for use in general office, special purpose, or general purpose storage space. (GSA LinkedIn)
- Realty Specialists are accountable for all realty actions for their assigned properties, from the beginning of the acquisition process through disposal. (GSA LinkedIn)

Tactics:

- One page infographic
- “We are GSA”
- “This is GSA”
- Social media outreach

1176 - Building Management Specialist

Key Messages:

- The General Services Administration (GSA) owns and leases over 376.9 million square feet of space in 9,600 buildings in more than 2,200 communities nationwide. In addition to office buildings, GSA properties include:
 - [Land ports of entry](#),
 - [Courthouses](#),
 - Laboratories,
 - Post offices, and
 - Data processing centers.
- GSA manages world-class, state-of-the-art facilities that operate using industry leading technology.
- GSA manages unique properties that house federal agencies with critical missions supporting the American people.
- GSA manages and preserves historic properties such as custom houses, courthouses and other properties across the country and abroad.
- GSA's historic building legacy includes more than 1600 structures symbolizing the permanence and stature of our federal government. GSA proudly maintains their architectural excellence.
- GSA's Building Management Specialists provide occupants of federal government buildings & privately leased space with safe, secure, clean and sustainable facilities in which to conduct agency business. (GSA LinkedIn)
- Building Management Specialists interact with building tenants and client representatives to assess their facility related needs and resolve issues relating to space assignment and use, determine the adequacy of building services, furnishing and fixtures, and schedule space improvements. (GSA LinkedIn)

Tactics:

- One page infographic
- “We are GSA”
- Social media outreach

Phase Three: Action

Goal: Targeted outreach showing how and what things are done at GSA. .

[Tactic 1](#): Develop short videos showing people at work at their jobs at GSA. For example, a video with a person in fleet standing by the cars and discussing their work.

Campaign Tactics Overview:

- **[Graphic/Video](#)**
Each core job series will have a one page infographic created that utilizes the specific talking points for each series emphasizing the benefit and desirability of why they would want a career at GSA in that job series.
- **We are GSA**
The “We are GSA” campaign was launched internally at GSA in July 2022. This [online video](#) spotlighting GSA’s employees highlights why there’s never been a more exciting time to be at GSA. This video will be released on external social media in August 2022.
- **Social media outreach**
Social media will be the primary vehicle for outreach for this campaign. Videos and infographics will be featured on GSA’s channels including LinkedIn, Twitter, Facebook, and Instagram.
[Recruitment Campaign: Social Media Plan](#)
- **GSA.gov website updates**
Review and refresh of GSA’s career pages on the gsa.gov website to better feature key job lines. Make the careers link more prominent on the gsa.gov landing page.
- **External outreach/events**
Support principles/leadership such as Administrator visiting colleges/college fairs/career fairs to promote GSA as a great place to work and recruit talent for open GSA positions.

- **GSA.gov blog**

Develop blog posts targeted at specific GSA job audiences (suggested timing quarterly). Examples could include technologists, Veterans, entry-level positions, specific job tracks.

Related: [GSA Recruitment: Technologists](#)

- **Tribal Outreach**

- Consider including native-centric schools to the university and college career fair circuit that GSA attends for recruitment: I.e.: Arizona State University, Michigan State, Haskell University, University of Anchorage, etc
- Community or Health Center digital or hard copy board information driving people to gsa.gov via QR code to learn more about employment and internship opportunities.

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Media Communication Plan
Columbus, NM POE Press Event:
Construction Funding Serves as an Economic Catalyst
May 4, 2016
3:00 p.m.

Roll out: May 4 at 3:00 p.m.

Purpose of Event (Internal):

GSA, along with the U.S. Economic Development Administration Environmental Protection Agency, DHS/U.S. Customs and Border Protection will hold a press event at the Columbus POE in NM to announce the \$85M construction funding and how this project funding serves as an economic catalyst for the area.

Background/History of POE Project: (Internal):

The Columbus POE is a border inspection facility built in 1989 on 4.5 acres about a mile from the Village of Columbus, New Mexico. It was constructed to inspect visitors and a few commercial vehicles entering the United States. The existing building workspace, inspection facilities and parking capacity do not meet CBP's current operational needs. There is no separation of automobile, pedestrian and commercial traffic, which creates a safety issue for the travelers and inspectors. The small inspection dock can park 6 trucks, but can only inspect two trucks at a time.

Since its opening, this port has gained significance in the agricultural trade. CBP officials believe Columbus needs an expanded and modernized facility to handle growing pedestrian traffic and the high season of commercial traffic from August to January, when trucks carrying agricultural products from Mexico – especially Chile – increase. The port also processes over 400 children that cross daily through the pedestrian inspection to attend school in Columbus and Deming, NM during the school year.

[Project Fact Sheet - April 2016](#)

Project Information: (Internal)

The purpose of the project is to design a new port of entry to replace the existing port . The port is a full service port that inspects privately owned and commercial vehicles and pedestrians, which enter and exit at a single crossing point. It is currently operating from outdated, deteriorating facilities that do not adequately meet the functional needs of the tenant agencies. The project will correct port deficiencies and modernize its facility to accommodate the increasing pedestrian traffic and the high seasonal commercial traffic. Additionally the design will provide new commercial import and export entrances to the port from Mexico and provide connection to the new commercial bypass road. The design will also include site improvements to control storm water flow, where the current port is situated at the drainage low point for a 44 square mile watershed area.

The project construction components include: construction of an administration building to include an expanded pedestrian inspection area; primary and secondary passenger vehicle inspection facilities; commercial primary and exit booths; a cargo building and dock, connected to the administration building; outside vehicle parking expansion; seized vehicle processing area; a kennel; export cargo booths; NII (Non Intrusive Inspection) building; narcotics storage vault; bulk cargo area; and, a hazardous materials containment area.

Project Schedule:

- | | |
|---|-----------|
| ● Partial Design Award (FY07/09 Funding) | May 2014 |
| ● Estimated Design Complete | July 2016 |
| ● Estimated Request for Bids | Aug 2016 |
| ● Estimated Construction Award (FY16 Prospectus) | Nov 2016 |
| ● Estimated Construction Complete | Feb 2019 |
| ● Estimated Move in | Mar 2019 |

Press Event Information: (Internal)

Speakers:

- GSA Regional Administrator Sylvia Hernandez (5 min.)
- Jorge Ayala, Regional Administrator for U.S. Economic Development Administration (5 min.)
- Ron Curry, Regional Administrator for the Environmental Protection Agency (5 minutes)
- Robert Reza, U.S. Customs and Border Protection (CBP) Columbus Port Director(5 min.)
- Phillip Skinner, Village of Columbus Mayor (5 min.)
- RA Closes (2 minutes)
- Q & A

Logistics:

- Press Event Location: Dock Area at POE (under the canopy)
- Setup begins at 9:30 a.m. (Tina Jaegerman set up at POE)
 - Flags -
 - Tina - Ask CPB to provide DHS flag, US Flag and NM Flag with poles.
 - Tina - The Columbus Port Director is checking on a Village of Columbus flag (Port Director is checking on Village of Columbus flag)
 - Tina Jaegerman to pick up GSA flag with flagpole at El Paso Service Center on Tuesday.
 - Podium - CBP has one on site we can borrow
 - Sound System - Not needed

- Chairs - Only for speakers. CBP to provide 10 chairs in case we need extras
- Water - CBP to provide 2 large ice chests (Tina to pick up water for the chest)
- Project Manager Danny Partida will provide renderings.
- [Media Sign in Sheet](#) (Tina to provide)
- Officials Arrive: 2:45 at Columbus POE dock area. Tina J. will provide pre briefing to speakers.
- Media arrival time: 2:40 p.m. and 2:50 p.m.
- Press Start Time: 3:00 p.m.
- Press End Time: 3:30 p.m.

Invited Stakeholders

Regional Administrator Talking Points: (External)

Media Advisory: (External)

Press Release (External):

Possible Q and A:

(b)(5)



(b)(5)

Media Outlets (Internal):

Deming Headlight: biarmendariz@demingheadlight.com

[El Paso and Albuquerque Media Lists](#)

CBP will distribute to their El Paso and New Mexico Media Lists as well

CBP Contacts (Internal):

(b)(6)@dhs.gov

Supervisory Mission Support Specialist-Facilities/Physical Security

Office: 915-730-7252

Blackberry: (b)(6)

(b)(6) will be in Columbus)

(b)(6) PAO
(office)
(cell)

Fact Sheets (Internal): For PAO Reference (Not for review purposes)

[Columbus LPOE Info Paper May 2015](#)

[Temporary Road Fact Sheet July 2015](#)

[Temporary Road Information Feb 2015](#)

[Temporary Road Fact Sheet March 2016](#)

[Project Fact Sheet - April 2016](#)

[Crossing Data Factoids](#)

Media Communication Plan
Press Release: Award Announcement for Greenville, MS Courthouse

To be issued week of Week of May 8, 2020
(Notified 5-6 that the contract was awarded this morning)

Office	Name, date, time
R7 PBS - GC	Giancarlo Brizzi, 5/6/2020, 12:03 pm CT
R7 PBS - D & C	Coordinated with PM David Reyff, Tracy Graham 5/6/2020
OSC	Pamela Pennington 5/6
CO PBS	AHA; 1:58 pm; 5/6/20
OCIA	Andrew Blaylock 5/6

Background:

On December 18, 2015, the 114th United States Congress passed the [Consolidated Appropriations Act of 2016](#) which included funding for a new federal courthouse in Greenville, Mississippi. The U.S. General Services Administration (GSA) engaged with the U.S. Courts and the U.S. Department of Justice to determine space requirements and establish the project budget. On November 15, 2016, Congress authorized GSA to proceed with the expenditure of \$40.1 million in order to acquire a site, develop a design, and construct the new U.S. Courthouse.

Project Information:

The Greenville Federal Courthouse will be located on a 2.5 acre site in the city's original Central Business District near the east bank of the Mississippi River. The new courthouse will have two courtrooms (one district and one magistrate) and three judicial chambers (one district, one magistrate, and one visiting). The tenant agencies will include the U.S. District Court, U.S. Clerk of the Court for the Northern District of Mississippi, U.S. Magistrate Court, U.S. Marshals, U.S. Probation, Federal Public Defender, U.S. Attorneys, and GSA.

- Total Authorized Funding: \$40,102,000 (site acquisition, design, construction, and related expenses)
- Project Delivery Method: Construction Manager as Constructor (CMc)

- Architect: Duvall Decker Architects with Eskew+Dumez+Ripple
- Anticipated Milestones:
 - Design Start: Spring 2018 (Actual)
 - Design Complete: Summer 2020
 - Construction Start: Summer 2020
 - Construction Complete: Spring 2022
- Awarded Contracts:
 - Duvall Decker Architects with Eskew+Dumez+Ripple (Architect of Record - February 2018)
 - APSI Construction Management (Construction Manager as Advisor - June 2018)

Media Distribution

Delta Democrat-Times:

- (b)(6) @ddtonline.com.
- (b)(6) @ddtonline.com, 662-763-8963
- LIST FROM ARC-GIS

Courthouse Web Page: [Greenville Courthouse](#)

Press Release: To be sent on May 6, after appropriate congressional notifications have been made.



News Release

U.S. General Services Administration

FOR IMMEDIATE RELEASE

May 6, 2020

Contact: Tina Jaegerman
Tina.jaegerman@gsa.gov

GSA Awards Construction Contract for New Federal Courthouse in Downtown Greenville

GREENVILLE, MS - The U.S. General Services Administration today awarded the Construction Manager as Constructor contract for the new [Greenville U.S. Courthouse](#) to Hoar Construction of Birmingham, AL. The award includes \$200,000 for design phase services with a Guaranteed Maximum Price option of \$31,232,490 for construction.

The new 55,000 square foot federal courthouse will be located in the city's historic Central Business District near the east bank of the Mississippi River. The facility will house the U.S. District Court, U.S. Clerk of the Court for the Northern District of Mississippi, U.S. Magistrate Court, U.S. Marshals, U.S. Probation, and GSA.

“The Greenville federal courthouse project is a great example of GSA’s commitment to strategic partnerships,” said GSA Acting Regional Administrator Giancarlo Brizzi. “By working with the Judiciary and other future tenants, as well as congressional representatives, local governments and communities, GSA is confident that the new state of the art facility will be a source of pride for years to come.”

“The Court is pleased to see Hoar Construction added to the team and looks forward to a successful project,” said Chief District Judge Sharion Aycock.

Construction on the courthouse is slated to begin in Summer 2020.

About GSA:

The mission of the U.S. General Services Administration is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government. One of GSA’s four strategic goals is to save taxpayer money through better management of federal real estate.

###

FAQs/Q&A:

What is the timeline for the project?

GSA anticipates construction of the Greenville Courthouse to begin in Summer 2020 and conclude in Spring 2022.

Why is construction not beginning immediately?

Several things take place between now and actual construction including design finalization, material shipments, and mobilization of personnel and construction equipment.

Why did GSA decide that a new Courthouse was needed?

The existing courthouse was constructed in 1959 and is no longer in compliance with many current federal design and security requirements.

What are the specifics of the Courthouse and what will it look like (# of courtrooms, etc.)?

The new courthouse will have two courtrooms (one district and one magistrate), three judicial chambers (one district, one magistrate, and one visiting), and office space for federal agencies. A rendering of the concept design can be viewed at:

<https://www.gsa.gov/about-us/regions/welcome-to-the-greater-southwest-region-7/buildings-and-facilities/greenville-us-courthouse>

(b) (5)



Media Communications Plan - Courthouse Re-naming Event
J. Marvin Jones Federal Building and Mary Lou Robinson United States
Courthouse
Wednesday, November 7, 2018
10:00 a.m.

Roll out: November 19, 2018

Background: The J. Marvin Jones Federal Building and U.S. Courthouse will be renamed the J. Marvin Jones Federal Building and Mary Lou Robinson United States Courthouse. The courthouse is in the Amarillo central business district and is listed on the National Register of Historic Places.

[Media Advisory:](#) (linked and below)



FOR PLANNING PURPOSES
Friday, November 5, 2018

Contact: Tina Jaegerman
Tina.jaegerman@gsa.gov

GSA, Congressman Thornberry and U.S. Judiciary host dedication ceremony for federal courthouse in Amarillo

AMARILLO, Texas – The U.S. General Services Administration, U.S. Representative Mac Thornberry and the U.S. District Courts will join to commemorate the naming of the J. Marvin Jones Federal Building and Mary Lou Robinson United States Courthouse.

WHAT: Dedication event to re-name federal courthouse

WHEN: Wednesday, November 7, 10:00 a.m.

WHERE: 205 SE 5th Avenue, Amarillo, TX

WHO: General Services Administration
Representative Mac Thornberry
U.S. District Courts

NOTE: Security measures will be in place. News media representatives should plan to arrive 20 minutes early and provide a government-issued photo ID and current media credentials.

###

[Press Release:](#) (linked and below)



FOR IMMEDIATE RELEASE
Wednesday, November 7, 2018

Contact: Tina Jaegerman
Tina.jaegerman@gsa.gov

GSA, Congressman Thornberry and the Judiciary host dedication ceremony in Amarillo

*Federal courthouse renamed after J. Marvin Jones
and Mary Lou Robinson*

AMARILLO, Texas --Today, the U.S. General Services Administration (GSA) along with U.S. Congressman Mac Thornberry and the U.S. District Courts joined to commemorate the re-naming of Amarillo's federal courthouse. The courthouse previously named after Judge J. Marvin Jones will now be named the J. Marvin Jones Federal Building and Mary Lou Robinson United States Courthouse.

"It is an honor to represent GSA as we memorialize Judge Mary Lou Robinson for her important contributions to Amarillo by adding her name to the federal courthouse where she served," said GSA Regional Administrator Bobby Babcock. "The re-naming demonstrates the federal government's lasting respect and appreciation for both Judge Marvin Jones and Judge Mary Lou Robinson."

"Judge Robinson is a legal pioneer who is universally respected and admired. She has always set high standards for herself and others, and our system of justice has benefitted," said Representative Thornberry. "Having the name of these two outstanding public servants on our federal building and courthouse will be a perpetual reminder of their high standards and outstanding contributions to our nation."

"Judge Mary Lou Robinson has been an inspiration to jurists throughout the country, particularly to women who have used her fine example as a motivation to seek judicial office," said Chief Judge Barbara M.G. Lynn of the U.S. District Court for the Northern District of Texas. "We on the Northern District bench and all citizens of Texas owe her an immeasurable debt for her lifetime of service. I cannot think of a more appropriate way to honor Mary Lou than to affix her name the courthouse where she served faithfully for nearly forty years."

Judge Mary Lou Robinson:

- Judge Mary Lou Robinson served as a judge for more than 60 years, more than 35 years of which were as a federal district judge in the Northern District of Texas.

- She attended and graduated law school at the University of Texas and later went into private practice in Amarillo where she was one of two female attorneys practicing there.
- In 1955, Judge Robinson became the first woman in Amarillo history to serve as a judge higher than the justice of the peace level and was the first Potter County Court at Law judge.
- She was elected state district court judge in 1960.
- In 1973, she became an associate justice of the Seventh State Court of Appeals, making her the first female appellate judge in the entire state of Texas. She later became the chief justice of that court.
- In 1979, Judge Robinson was nominated and confirmed to the federal bench, again being only the second woman to serve as a U.S. district judge in Texas.
- She took senior judge status in 2016 and inactive senior status in 2018.
- She has been honored repeatedly, including receiving the Sandra Day O'Connor Award and being named one of Texas Lawyer magazine's "100 Legal Legends in the State."

Judge J. Marvin Jones:

- John Marvin Jones was born on February 26, 1882, in Cooke County, Texas.
- He served as a member of the Democratic Party to the 65th United States Congress and served Texas' 13th congressional district for 24 years.
- During his tenure in Congress, he became chairman of the House Committee on Agriculture.
- Jones was later nominated by President Roosevelt to be an associate judge of the United States Court of Claims, but would take a leave of absence from the court to assist with the World War II efforts.
- Following the war, Jones returned to the court, later being nominated to be the chief justice of the Court of Claims by President Harry S. Truman.
- Jones would serve his role as chief until his retirement in 1964.
- In 1976, he was appointed as senior judge and remained active until his death in Amarillo.

To learn more about the courthouse, visit [J. Marvin Jones Federal Building and Mary Lou Robinson United States Courthouse](#). To learn more about GSA's historic properties, visit [GSA's Historic Buildings](#).

###

[Regional Administrator Talking Points:](#) (linked and below)

- It is an honor to represent GSA as we memorialize Judge Mary Lou Robinson for her important contributions to Amarillo by adding her name to the federal courthouse where she served.
- Introduction of self - anything else you want to add.

- The re-naming of a federal courthouse demonstrates the government's lasting respect and appreciation for both Judge Marvin Jones and Judge Mary Lou Robinson.
- GSA provides buildings management and oversight to approximately 1,600 federal buildings and courthouses across the nation.
- More than one fourth of these facilities, including this courthouse, are listed in or are eligible for the National Register of Historic Places, the nation's listing of historic properties.
- The Greater Southwest Region has 57 buildings or sites that fall in this historic category and 26 of them are in Texas.
- Many of the properties are designed to symbolize the permanence and stature of the federal government, as well as its functionality.
- In partnership with the courts, GSA has held ceremonies for several of our significant historic buildings, including those in Muskogee, San Antonio, Oklahoma City and Fort Worth among others.
- Celebrating buildings and individuals for whom they are named preserves the important history and legacy of both for all generations.
- This naming holds special significance in that it is the first courthouse in GSA's Greater Southwest Region to be named after a woman.
- It is also the 10th courthouse in GSA's entire inventory to be named after a woman.
- From what I've learned about Judge Robinson's pioneering spirit, this designation couldn't be more fitting.
- GSA appreciates its partnership with the U.S. Courts on smart stewardship initiatives to serve the public, and to accommodate the needs of the court's within a preservation framework.
- Without the commitment and leadership from the U.S. Courts, GSA would not be able to preserve our historic buildings for future generations to appreciate and use.
- Thank you again for inviting me and thank you for helping GSA to preserve our historic buildings.

[Media Sign in Sheet](#)

Media Outlets:

- Representative Thornberry's staff will distribute the Media Advisory and Press Release to the Amarillo media market.

Bios:

Judge J. Marvin Jones:

- Since 1980, the Federal building and courthouse in Amarillo, Texas, has been known as the J. Marvin Jones Federal Building.
- Judge Jones served in this House from 1917 to 1940, including as chair of the Committee on Agriculture.
- He was then appointed to the court of claims, took a leave of absence to serve in the Roosevelt administration during World War II, and went back to the court of claims, where he was the chief judge there from 1947 until his retirement in 1964.

Judge Mary Lou Robinson:

- Judge Mary Lou Robinson served as a judge for more than 60 years, more than 35 years of which has been as a Federal district judge in the Northern District of Texas. She attended and graduated law school at the University of Texas at a time when very few women applied or were admitted to the law school at all. When she went into private practice in Amarillo, she was one of two female attorneys practicing there.
- In 1955, Judge Robinson became the first woman in Amarillo history to serve as a judge higher than the justice of the peace level and was the first Potter County court at law judge. Up until that time in Texas, women could not serve on juries. She was elected State district court judge in 1960.
- In 1973, she became an associate justice of the Seventh State Court of Appeals, making her the first female appellate judge in the entire State of Texas. She later became the chief justice of that court.
- In 1979, Judge Robinson was nominated and confirmed to the Federal bench, again being only the second woman to serve as a U.S. district judge in Texas. Then, day in and day out, for nearly 40 years, Judge Robinson presided over Federal and criminal cases with fairness and with high expectations fitting the American legal system. She took senior judge status in 2016.
- She has been honored repeatedly, such as the Sandra Day O'Connor Award for Professional Excellence from the Texas Center for Legal Ethics and the Texas Lawyer magazine's one of 100 Legal Legends in the State.
- Judge Mary Lou Robinson's influence extends even further than the trailblazing and remarkable longevity that her legal career would indicate. Throughout it all, Judge Robinson has upheld the highest standards of legal ethics and professionalism, being a role model not only for those in the legal system, but for men and women throughout the region.
- She is fair, but she is tough. No lawyer wanted to go unprepared into her courtroom. With her razor-sharp intellect and knowledge of the law, she was always well prepared and probably knew more about the law of the case than the lawyers arguing it. No one ever doubted that all sides of the case would get a fair hearing. At the same time, those

who know her off the bench know her to have a great sense of humor, compassion, and a warm human touch.

Contacts:

- Courts: (b)(6) @txnd.uscourts.gov
- Congressman Thornberry:
Jordan Hunter
Press Secretary
Office of Congressman Mac Thornberry | TX13
2208 Rayburn HOB | Washington, D.C., 20515
Office: (202) 225-3706

Program:

Opening of the Court - Chief Judge Lynn
National Anthem - Chuck Alexander
Welcome and Introduction of Special Guests - Chief Judge Lynn
Special Remarks -

- Senator Cornyn (Video)
- Judge Clint Averitte
- Judge Fitzwater
- Tom Riney - on behalf of the Bar Association
- GSA Regional Administrator Bobby Babcock
- Congressman Thornberry
- Families

Adjournment of Court
Reception - First Floor Courtroom (Hosted by U.S. District Courts)

Related Press Releases:

- <https://thornberry.house.gov/news/documentsingle.aspx?DocumentID=398360>
- <https://policy.house.gov/legislative/bills/hr5772-designate-j-marvin-jones-federal-building-and-courthouse-amarillo-texas-j>

**R7 Press Release Comms Plan
LPOE Donation
Anzalduas Modernization and Expansion**

Announcing start of construction (No Groundbreaking Event)

To be issued: Summer 2022 (initially)

Updated Week of March 5, 2023

<i>Office</i>	<i>Name, date, time</i>	<i>Updated Approvals</i>
R7 PBS - GC/Jared	Giancarlo Brizzi, 3/10/22, 3:58 pm CST	JBradley 3/2/23, 2:00pm
RA - Jason		Approved via email.
R7 Donations SME (Chris/Charlie)	C. Anzaldua, 02/10/23, 12:45 PM CST	C. Anzaldua, 03/02/23, 12:29 PM CST
OSC	Christina Wilkes 3.14	Nao 3/7 2 pm
CO PBS (for awareness)		
OCIA (for awareness)		

Anzalduas LPOE Donation Summary:

- **Project Value:** \$87,705,746
- **Donor:** Anzalduas International Bridge Board (City of McAllen)
- **Donation:** Modernization and Expansion including the construction of full commercial inspection facilities
- **DAA Signed:** December 15, 2021 (Amended January 5, 2023)
- **Construction Start:** March 9, 2023
- **Estimated Construction Complete:** Summer 2024 (per the Donor)

GSA Press Release:

**Construction Starts for Expansion and Modernization
at Anzalduas Land Port of Entry**

Project includes New Commercial Facilities

McAllen, Texas - General Services Administration (GSA), U.S. Customs and Border Protection (CBP), and the Anzalduas International Bridge Board (AIBB) announced the start of construction for new commercial facilities at the Anzalduas Land Port of Entry (LPOE). The project, which includes expansion and modernization at the port, was made possible through the [Donations Acceptance Program](#). Once completed, the new facilities will support CBP operations and strengthen international trade and commerce between the U.S. and Mexico.

The Donations Acceptance Program allows GSA and CBP to partner with public and private entities to accept donations in support of CBP operations at our nation's borders. The program provides a win-win scenario for customer agencies like CBP, local communities and the American taxpayer.

At the Anzalduas LPOE, the AIBB will donate approximately \$88M towards the following improvements:

- Six (6) Commercial Inspection Lanes
- New Cargo Processing, Administration Office and Command Center
- Overhead Canopies
- Inspection Booths
- Commercial Inspection Bays (Commercial Inspection Area)
- Roadway Pavement Upgrades
- Parking Lot Expansion
- Inspection and Security Technology through a monetary donation

"GSA is proud to announce the start of construction for this major modernization of the Anzalduas Land Port of Entry," said **GSA Regional Administrator Jason L. Shelton**. "Our Donations Program, which is used frequently along our southern border, allows us to creatively deliver state-of-the-art facilities to CPB in support of their mission to safeguard our borders and enhance our nation's economic prosperity through trade."

"With the continued increase of imports from Mexico, having these additional spaces and improvements will have a significant positive impact on our ability to expedite the processing time and get shipments on their way into U.S. commerce," said **Port Director Carlos Rodriguez, Port of Hidalgo/Pharr/Anzalduas**.

"The addition of the lanes and infrastructure improvements in this project will help accommodate the rapidly growing economy in the City of McAllen; it will also reinvigorate the economic vitality of the City of McAllen by creating new international trade opportunities and incentivize new local jobs," said **Pete Flores, Executive Assistant Commissioner for the Office of Field Operations**. "Many infrastructures and technological improvements at Ports of Entry are made possible by the Donations Acceptance Program."

“The City of McAllen and the Anzalduas International Bridge Board remains committed to working with our federal partners to identify and implement innovative methods to expedite traffic and trade at our international port of entry, making border crossings and inspections function more effectively while helping our trade partners process and cross their goods more efficiently,” said City of McAllen Mayor and Anzalduas International Bridge Board Chairman Javier Villalobos, J.D.

Anzalduas International Bridge is co-owned by the cities of McAllen, Mission, Hidalgo and Granjeno. Construction will take approximately 2 years to complete.

###

About GSA: GSA provides centralized procurement and shared services for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet, overseeing approximately \$75 billion in annual contracts, and delivering technology services that serve millions of people across dozens of federal agencies. GSA’s mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. For more information, visit [GSA.gov](https://www.gsa.gov) and follow us at [@USGSA](https://twitter.com/USGSA)



Proposed Social Media



The expansion and modernization of the Anzalduas #LandPortofEntry will accommodate the rapidly growing economy in McAllen, incentivize new local jobs, and create new international trade opportunities!

[→ \[LINK\]](#)

Exciting news for international trade! The Anzalduas #LandPortofEntry is undergoing major modernization to support @CBP operations and strengthen commerce between the US and Mexico.

[→ \[LINK\]](#)

**R7 Press Release Comms Plan
Cliffside Helium Plant Disposal**

June 13, 2022

Website Live on June 6, 2022

Press Release to be issued Week of June 21, 2022

Auction to be held in August 2022

<i>Office</i>	<i>Name, date, time</i>
R7 PBS - GC	Giancarlo Brizzi, 6/14/2022, 4:22 pm CT
R7 Disposal	6/13/2022 - Melvin Freeman 6/21/2022 5:20 p.m. CT
CO PBS Disposal (Flavio Peres)	6/15/22 - Flavio peres, 1:33 pm EST
CO PBS (David Frye)	David Frye, 6/30
OSC (Christina Wilkes)	CEW 6/23/22
OCIA (for awareness)	Roberto Rosas, 6/23/22 at 11:22 AM EST

(b)(5)

Cliffside Helium Facility Background:

The Department of Interior Bureau of Land Management (BLM) has been mandated per the Helium Stewardship Act of 2013 to sell the [Federal Helium Reserve System in Amarillo, Texas](#). GSA will serve as the disposing agency to support the effort. The system consists of the following:

- Cliffside Gas Plant located at 13301 Brickplant Road approximately 12 miles northwest of Amarillo in Potter County, Texas
- More than 38,000 acres of mineral rights
- 23 producing wells
- 450 miles of pipeline that distributes helium from Texas to Kansas
- An improved 10 acre parcel of land near Satanta, Kansas.

GSA Press Release:

**GSA's Announces Upcoming Sale of Cliffside Federal Helium Facility
in Amarillo, Texas**

Amarillo, Texas - The U.S. General Services Administration (GSA) announces the upcoming sale of the Cliffside Federal Helium System located northwest of Amarillo, Texas. The federal government is disposing of the facility to meet the requirements of the Helium Stewardship Act of 2013. In accordance with the law, the Bureau of Land Management (BLM) is to sunset its management of the Cliffside Federal Helium System and report any excess helium and helium assets to GSA to follow the statutory disposal process. The upcoming sale will take place in late Summer 2022 with the bid opening expected in August.

"GSA's [Real Property Utilization and Disposal Division](#) helps federal agencies dispose of assets that are no longer needed to support their agency's mission," said **GSA Property Disposal Branch Chief William Rollings**. "Collaborative interagency efforts like these support a more effective government allowing agencies to focus on their missions while GSA provides real estate expertise."

Property Disposal Highlights:

- Approximately 12 miles northwest of Amarillo in Potter County, Texas
- More than 38,000 acres of mineral rights
- 23 producing wells
- 450 miles of pipeline that distributes helium from Texas to Kansas
- An improved 10 acre parcel of land near Satanta, KS
- Federal Helium System
- Federally Owned Plant Equipment
- Helium Storage Reservoir

Interested bidders should sign up to access the [BLM and GSA Data Room](#) which provides key information to support bidders' due diligence efforts. The Data Room offers the new reservoir study, financial information, pipeline drawings, regulatory information, and more.

For more information, visit our website, [Federal Helium System at Cliffside](#). **The bid opening is expected in August 2022.** Interested parties may contact William Rollings at william.rollings@gsa.gov to be placed on a bidders list.

###

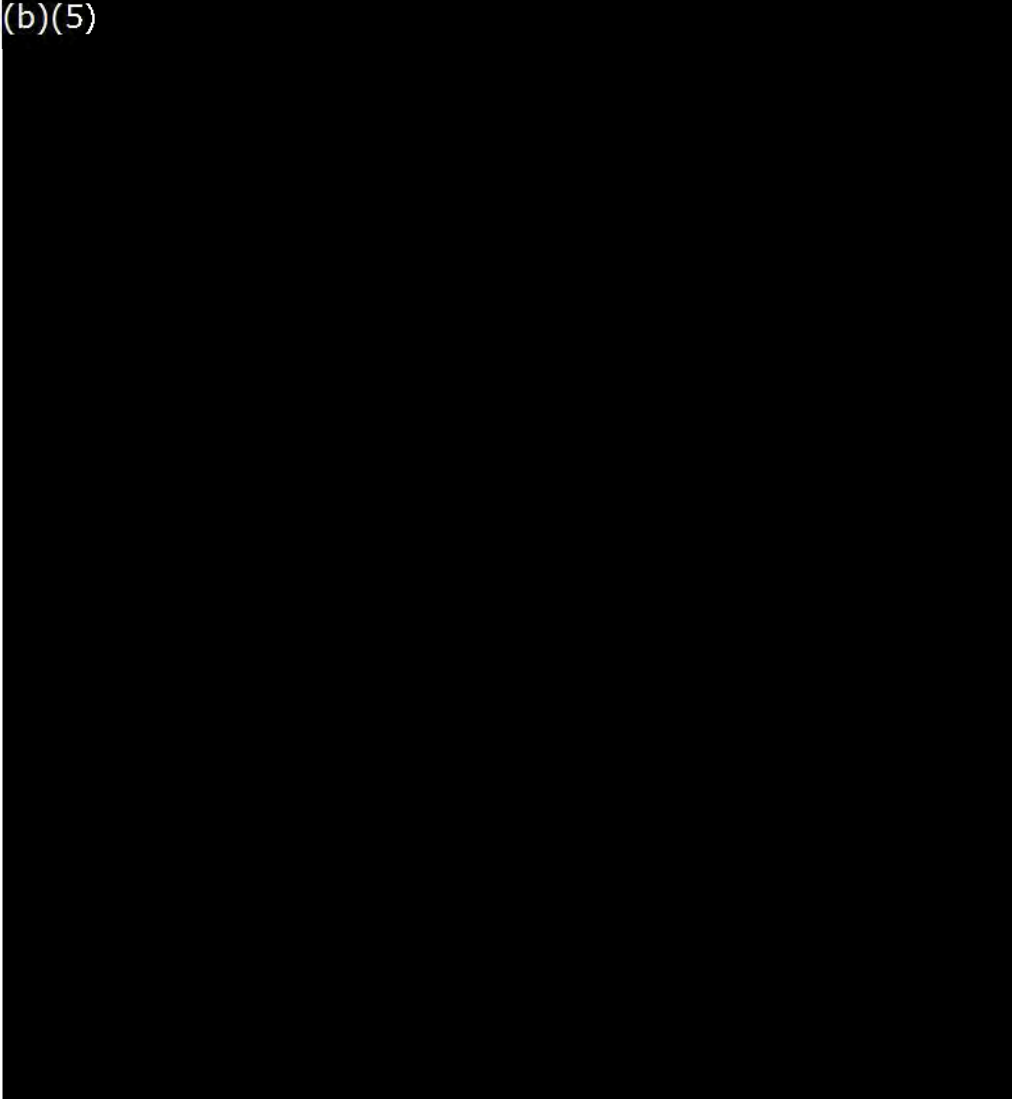
About GSA: GSA provides centralized procurement and shared services for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet, overseeing approximately \$75 billion in annual contracts, and delivering technology

services that serve millions of people across dozens of federal agencies. GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people. For more information, visit [GSA.gov](https://www.gsa.gov) and follow us at [@USGSA](https://twitter.com/USGSA)


###

Possible Q and A:

(b)(5)



(b)(5)



**Fritz G. Lanham Federal Building 50 year celebration
Fort Worth, Texas
Communications Plan
October 12, 2016 @ 1:30 p.m.**

Roll-out/Event date:

October 12 @ 1:30 p.m.

(Internal)

Event Background/Information:

The Fritz G. Lanham Federal Office Building in Fort Worth, Texas, turns 50 years old this year. Region 7 will hold an anniversary event on the back porch of the federal building where items will be placed in a time capsule that will be placed in a showcase in GSA's regional office.

Regional Administrator Sylvia Hernandez will speak along with Fort Worth Mayor Price, the Corps of Engineers and a member from former Speaker of the House Jim Wright's family (Jim Wright helped bring the building to Fort Worth).

Following the speakers, there will be a few short tour inside the building show the building's artwork "The Challenge of Space," painted in 1966 by well known artist Seymour Fogel. Handouts will be given out to promote [GSA's art website](#).

(Internal)

Building History:

The [Fritz G. Lanham Federal Building](#) opened in 1966 as a post office for the public, the Postal Inspection Division headquarters and offices for 37 federal agencies including the regional office of the General Services Administration (GSA).

Many of the new building's government tenants were relocated from the federal building in Dallas, which had unsuccessfully vied to retain the agencies. At its dedication in September of 1966, the building was heralded by Congressman Jim Wright as "the embodiment within our city of the government of our nation." The new facility was of contemporary design and construction, featuring a 14-story central tower defined by expanses of glass which were raised between two shorter granite-clad wings.

History factoids:

- The building was named after Fritz Garland Lanham, a Texas member of the United States House of Representatives from 1919 to 1947 who was born in Weatherford, Texas January 3, 1880.
- Plans for the modern building were executed in 1963 by the local and well known architectural firm of Wyatt C. Hedrick and Thomas E. Stanley with Wilson, Patterson, Sowden, Dunlap & Epperly.
- The interior lobby features a striking, colorful mural entitled “The Challenge of Space”
 - Painted in 1966 by well known artist Seymour Fogel, a leader in the Texas Modernist Movement, this mural is composed of broad cosmic forms with circles and curves intersected by angular lines.
 - Fogel’s other government commission included Foley Square Federal Customs Building in New York City; Federal Building in Safford, AZ; Social Security Administration Building, Washington, DC; and a U.S. Post Office in Cambridge, MN.
- Since 1966, the Fritz G. Lanham Federal Office Building has accommodated several federal agencies as they accomplish their mission and serve the public. It currently houses agencies such as the Corps of Engineers, Social Security Administration, Internal Revenue Service, National Weather Service, and National Labor Relations Board.
- The lobby interior boasts white marble walls, floors, and support columns.
- Building amenities include a cafeteria, snack bar, fitness facility and a health unit.
- The building is eligible for National Register now.

(Internal)

Agenda:

Run of show:

- Welcome (Sylvia Hernandez)
- Opening remarks from speakers
- Presentation of the time capsule
- Cutting of cake (funds for cake were donated by GSA leadership)
- Brief tour of Art in Lanham Lobby with Steve Kline, GSA’s Historic Preservation and Fine Arts Officer

Speakers: (Sylvia will be MC and will introduce each of the speakers)

- GSA Regional Administrator Sylvia Hernandez (building history)
- Fort Worth Mayor Betsy Price

- Corps of Engineers Jimmy Baggett (historic perspective - COE employee since building's opening)
- Kevin Mack, GSA Employee and Congressman Jim Wright's Family member
- GSA Regional Administrator Sylvia Hernandez (closing)

*** Jennifer Easterling will sit on stage (NO SPEAKING) Only Recognition by Sylvia

Location:

Back Patio of Lanham Federal Building

(External)

Regional Administrator Talking Points

Building History

- What an honor it is to be here today to celebrate the Fritz G. Lanham Federal Building's 50th birthday.
- My name is Sylvia Hernandez and I am the Regional Administrator for the General Administration Services in the Greater Southwest Region.
- As the real estate arm of the federal government, GSA provides management and oversight to nearly 1,600 federal buildings and courthouses across the nation.
- This federal building is near and dear to me. In fact, I have worked in this building for 33 years. (Tell a story)
- The [Fritz G. Lanham Federal Building](#) opened in 1966, housing 37 federal agencies including the Regional Office of the GSA, the Postal Inspection Division and the Post Office.
- This building is in the heart of Fort Worth and is in Councilwoman Ann (Zay-duh's) Zadeh's District which is a great supporter of historic preservation. I am pleased she was able to join us today.

- I would also like to take a moment and recognize GSA's longest serving employee in the Fritz Lanham Federal Building, Jennifer Easterling. She began her career with GSA on May 31, 1974 (42 years 4 months.)
- Now a little bit about the building's history.
- The building was named after Fritz Garland Lanham, a Texas member of the United States House of Representatives from 1919 to 1947 who was born in Weatherford, Texas in 1880.
- Plans for the modern building were executed in 1963 by the local and well known architectural firm of Wyatt C. Hedrick and Thomas E. Stanley with Wilson, Patterson, Sowden, Dunlap & Epperly.
- Today, the Fritz G. Lanham Federal Building is home to several federal agencies that support the public in the Fort Worth area including the Fort Worth District of the Corps of Engineers, Social Security Administration, Internal Revenue Service, National Weather Service, and the Regional Offices of GSA.
- Celebrating the building's 50 year history not only recognizes the age of the building but the long term relationship between the American taxpayer and the federal government.
- One of the beautiful features of the building is the colorful mural in the front lobby titled "The Challenge of Space"
- The piece was painted in 1966 by well known artist Seymour Fogel, a leader in the Texas Modernist Movement
- Mr. Fogel's other government commissions include:
 - Foley Square Federal Customs Building in New York City

- The Federal Building in Safford, AZ
 - The Social Security Administration Building, Washington, DC, and
 - The U.S. Post Office in Cambridge, MN.
- It is a very impressive piece that we are proud of. In fact, we invite you to join us for a short tour to see the artwork after the program.
-

Introduce Mayor Price

- I now have the honor of introducing Fort Worth's Mayor, [Betsy Price](#).

Introduce Jimmy Baggett from the COE

- As a special treat today, we have Mr. Jimmy Baggett with the Fort Worth District of the Corps of Engineers. Mr. Baggett has been with the Corps of Engineers for 60 years. He watched as the building was being constructed and has worked in the building ever since it's opening.

Introduce Kevin Mack (Jim Wright's grandson)

- I'd now like to invite GSA's own Mr. Kevin Mack. Mr. Mack is former Speaker of the House Jim Wright's grandson. And yes, he works for GSA. Speaker Wright was instrumental in bringing the federal building to Fort Worth.

Time Capsule

- In preparation for the building's 100 year birthday, we have collected items for a time capsule. Thank you to all the agencies in the building that participated in the donation.

- A few of the items include:
 - Letter written by Georgia S. Chakiris, NHTSA Regional Administrator, that outlines current trends in fatal accidents. Impaired driving, distracted driving, and unrestrained fatalities in hopes that in 50 years they will be a thing of the past.
 - A current Form 1040 - Individual Income Tax Return Form
 - [News Article](#) - President Barack Obama, First African American President of the United States
 - Brochure of the wonderful event you are at today.
- We will place this capsule in a showcase within GSA Regional Office space and open it again in 50 more years at the Fritz G. Lanham Federal Building's centennial celebration!

Fine Arts Program

- Before we enjoy birthday cake, I want to talk a minute about GSA's Fine Arts Program.
- I mentioned earlier the "Challenge of Space" mural in the lobby of the federal building. This piece is part of GSA's Fine Arts Collection; one of the nation's oldest and largest public art collections.
- The collection consists of mural and easel paintings, sculptures, architectural and environmental artworks, as well as prints and other works on paper dating from the 1850s to the present.
- These civic artworks are displayed in federal buildings and courthouses nationwide.
- For those interested in a tour within the building so see "The Challenge of Space," please join Steve Kline, GSA's Historic Preservation and Fine Arts Officer after we break (Have Steve identify himself)

- Thank you again for joining us today. Please enjoy some cake (mention that the cake was purchased by management contributions and that no government funds were used).
- If you are doing the tour, please note that you will have to go through building security to enter the building.

End of RA Talking Points

(Internal)

Media List:

- Christopher.VanHorne@nbcuni.com
- joelt@ktvt.com
- jfuquay@star-telegram.com
- KKristian.Lin@fwweekly.comarin.Matz@nbcuni.com - confirmed attendance
- lgraham@bizpress.net
- sabaker@star-telegram.com - confirmed attendance

External



Media Advisory: (To be sent Monday and Tuesday morning)

Tuesday, October 12, 2016

Contact: Tina Jaegerman
Tina.jaegerman@gsa.gov

General Services Administration and Mayor Price Celebrate Fort Worth Federal Building's Anniversary

FORT WORTH, TEXAS – The Fritz. G. Lanham Federal Building in Fort Worth, Texas, turns 50 years old this year. The U.S. General Services Administration (GSA) and Fort Worth Mayor Betsy Price will join to celebrate the anniversary.

WHAT: 50th Anniversary of Fritz G. Lanham Federal Building in Fort Worth

WHEN: Wednesday, October 12 at 1:30 p.m.

WHERE: Back Porch of Fritz G. Lanham Federal Building
(Throckmorton Street side of building)
819 Taylor Street
Fort Worth, Texas

WHO: GSA Regional Administrator Sylvia Hernandez
Mayor Betsy Price

#

(External)

Press Release:



News Release
U.S. General Services Administration

For Immediate Release
October 12, 2016

Contact: Tina Jaegerman
tina.jaegerman@gsa.gov

**General Services Administration and Mayor Price Celebrate Fort Worth Federal
Building's Anniversary**
Fritz G. Lanham Federal Building Turns 50

FORT WORTH, TEXAS - Today U.S. General Services Administration (GSA) and Fort Worth Mayor Betsy Price joined to celebrate the 50th anniversary of the Fritz G. Lanham Federal Building in Fort Worth, Texas. The federal building was completed in November of 1966 and is now eligible for the [National Register of Historic Places](#).

"The Fritz G. Lanham Federal Building is home to several federal agencies that support the public in the Fort Worth area," said GSA Regional Administrator Sylvia Hernandez. "Celebrating the building's 50 year anniversary not only recognizes the history of the building but the long term relationship between the American taxpayer and the federal government."

Building Facts:

- The building was named after Fritz Garland Lanham, a Texas member of the United States House of Representatives from 1919 to 1947 who was born in Weatherford, Texas January 3, 1880.

- Plans for the modern building were executed in 1963 by the local and well known architectural firm of Wyatt C. Hedrick and Thomas E. Stanley with Wilson, Patterson, Sowden, Dunlap & Epperly.
- The interior lobby features a striking, colorful mural entitled “The Challenge of Space.” The mural was painted in 1966 and is part of GSA’s Fine Arts Collection, one of the nation’s oldest and largest public art collections.

The mission of GSA is to deliver the best value in real estate, acquisition and technology services to the government and the American people. As the real estate and procurement arm of the federal government, GSA is a driver of innovation, technology, sustainability and economic development in cities and communities across the nation.

To learn more about GSA, visit [GSA.gov](https://www.gsa.gov).

To learn more about GSA’s Fine Arts, visit [GSA Fine Arts](#)

Join the conversation @USGSA #EconomicCatalyst

###

**Media Communications Plan - Courthouse Re-naming Event
George P. Kazen Federal Building and United States Courthouse
Wednesday, November 19, 2018
11:00 a.m.**

Office	Name, date, time
R7 PBS - Giancarlo Brizzi	Giancarlo Brizzi 11/15/2018 4:35 pm
OSC- Pam Dixon	Pamela Dixon 11/16/18
CO PBS - Tonya Banks	
OCIA - Andrew Blaylock	

Roll out: November 19, 2018

Background: Senators Cornyn and Cruz and Congressman Cuellar supported a bill to rename the Laredo Federal Building and United States Courthouse the “George P. Kazen Federal Building and United States Courthouse.”

[Media Advisory:](#) (linked and below)



FOR PLANNING PURPOSES
Friday, November 16, 2018

Contact: Tina Jaegerman
Tina.jaegerman@gsa.gov

GSA, Senator Cornyn, Congressman Cuellar and the Judiciary host dedication ceremony for the federal courthouse in Laredo

LAREDO, TX – The U.S. General Services Administration (GSA), U.S. Senator John Cornyn, U.S. Representative Henry Cuellar and U.S. District Courts will join to commemorate the

naming of the George P. Kazen Federal Building and United States Courthouse. Senator Cornyn and Congressman Cuellar authored legislation for the courthouse renaming.

WHEN: Monday, November 19, 11:00 a.m.

WHERE: U.S. Federal Courthouse, 1300 Victoria Street, Laredo, Texas 78040

WHO: GSA
Senator John Cornyn
Congressman Henry Cuellar
U.S. Courts, Fifth Circuit, Southern District of Texas

Following the program, there will be a joint media availability.

NOTE: Security measures will be in place. News media representatives should plan to arrive 20 minutes early and provide a government-issued photo ID and current media credentials.

###

[Press Release:](#) (linked and below)



FOR IMMEDIATE RELEASE
Monday, November 19, 2018

Contact: Tina Jaegerman
Tina.jaegerman@gsa.gov

GSA, Senator Cornyn, Congressman Cuellar and Judiciary host dedication ceremony for federal courthouse in Laredo

Federal courthouse renamed after Judge George P. Kazen

LAREDO, TX - The U.S. General Services Administration (GSA) along with U.S. Senator John Cornyn, U.S. Congressman Henry Cuellar and the U.S. District Courts today joined to commemorate the renaming of the Laredo Federal Building and United States Courthouse to the George P. Kazen Federal Building and United States Courthouse.

"By all measures Judge Kazen has been an outstanding jurist and pillar of the community," said GSA's Public Buildings Service Commissioner Dan Mathews. "Naming the federal building and courthouse in his honor will remind generations to come of his integrity and service to our nation."

"I commend Judge Kazen on a lifetime of service," said U.S. Senator Cornyn. "It is my hope the courthouse will inspire residents of Laredo to reflect on one of Texas' best – to stand up a little taller, to reach out a little further, and to do what is right when it comes to helping their neighbor."

"Judge Kazen is an honest, humble, and dedicated man," said U.S. Congressman Henry Cuellar. "He is among the most respected judges in the country, and consistently ruled with fairness, all the while still making time to serve in numerous civic organizations throughout South Texas. The dedicating of this federal building and U.S. Courthouse will serve as a reminder to us all of this great man of character who dutifully serves his community. I would like to thank Senators Cornyn and Cruz for joining me in supporting the legislation which lead to this renaming, and in doing so, solidifying a lasting testament to Judge George P. Kazen, who has given so much to this country."

"When Judge Kazen was appointed to the bench in 1979, he was the only federal judge in the small town of Laredo," said U.S. District Judge Diana Saldaña. "Not only did he manage one of the highest caseloads in the country with efficiency and care, he also volunteered his time and talents to numerous legal and community organizations that have helped Laredo grow and thrive. Though his legacy is far larger than the one building we are dedicating today, it is our hope that the renamed courthouse will remind the community of the values Judge Kazen has personified throughout his career: integrity, faith, and dedication."

George P. Kazen:

- A native of Laredo, Judge Kazen graduated valedictorian at the age of 15 from St. Joseph's High School in 1955 before earning his bachelor's and law degrees at the University of Texas.
- Judge Kazen began his legal career as a briefing attorney for the Texas Supreme Court before joining the airforce as a JAG officer. He soon rose to the rank of captain and was awarded the Air Force Commendation Medal in 1965.
- Upon completing his military service, Judge Kazen entered private practice in Laredo. He also founded the Laredo Legal Aid Society in 1970, was elected president of the Laredo Bar Association and served as a member of the Laredo Chamber of Commerce.
- In 1979, Judge Kazen was appointed to the federal judiciary by President Jimmy Carter. Only four years after taking the bench, he was selected to serve as president of the Fifth Circuit District Judges Association.
- 1986, Judge Kazen was selected to represent the Fifth Circuit before the United States Sentencing Commission and in 1990 was appointed to the Judicial Conference Committee on Criminal Law, which he would later chair.

- From 1996 to 2003, Judge Kazen served a celebrated term as Chief Judge of the Southern District of Texas.
- In 2003, the Chief Justice appointed him to the Foreign Intelligence Surveillance Court, a national tribunal that rules on the federal government's applications for foreign intelligence investigations. He served in this key national-security role for seven years.
- Judge Kazen formally took senior status in 2009 but remained one of the most active judges in the country, handling a third of the Laredo Division's criminal and civil dockets until his retirement last year in 2017.

About GSA: The mission of the U.S. General Services Administration is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government.

###

Commissioner Mathews Talking Points: (Gabbi Odom providing)

Program:

Master of Ceremonies

*Mr. Robert Newman Partner
Norton Rose Fulbright Law
Clerk of The Honorable George P. Kazen(1983 -
1985*

11:00 Presentation of Colors

Local Law Enforcement Color Guard

11:02 Pledge of Allegiance

*Catherine Marie LaVaude
Granddaughter of The Honorable George P. Kazen*

*Barbara Ann Marie Arredondo Goddaughter of The
Honorable George P. Kazen and Daughter of The
Honorable Diana Saldaña*

11:04 National Anthem

*Cecilia Alvarez
Daughter of The Honorable Micaela Alvarez*

11:07 Invocation

*The Most Reverend James Tamayo Bishop of the
Catholic Diocese of Laredo*

11:10 Welcome

*The Honorable Lee H. Rosenthal Chief
Judge United States District Court Southern District
of Texas*

11:13 Remarks	<i>Daniel Mathews Public Buildings Service Commissioner US General Services Administration</i>
11:18 Remarks	<i>Henry Cuellar United States Congressman 28th District of Texas</i>
11:23 Remarks	<i>The Honorable Carl Stewart Chief Judge United States Court of Appeals For the Fifth Judicial Circuit</i>
11:28 Tribute	<i>The Honorable Carolyn King Senior Judge Unite States Court of Appeals For the Fifth Judicial Circuit</i>
11:33 Accolades	<i>John Cornyn United States Senator for Texas</i>
11:38 Response	<i>The Honorable John A. Kazen United States Magistrate Judge Southern District of Texas and Son of The Honorable George P. Kazen</i>
11:43 Procession to Unveiling	<i>Cecilia Alvarez "God Bless America"</i>
11:45 Closing Remarks	<i>The Honorable Diana Saldaña United States District Judge Southern District of Texas Laredo Division</i>
11:50 Outdoor Unveiling	<i>Family and Special Guest</i>
11:55 Closing	<i>Senator Cornyn and Congressman Cuellar</i>

[Media Sign in Sheet](#)

Media Outlets:

Cornyn's Office providing list

Social Media:

USGSA Twitter:

- Today @US_GSAR7 commemorates the naming of the George P. Kazen Federal Building and United States Courthouse in Laredo, TX! [add press release and photos]

USGSA Facebook:

- Today U.S. General Services Administration Greater Southwest Region commemorates the naming of the George P. Kazen Federal Building and United States Courthouse in Laredo, TX! [add press release and photos]

The Honorable George P. Kazen

From his graduation as high school valedictorian at age fifteen to his retirement after nearly forty years of service in the federal judiciary, Judge George P. Kazen's career has been shaped by his extraordinary faith, talent, and dedication. A native of Laredo, Judge Kazen graduated from St. Joseph's High School in 1955 before earning his Bachelor's and law degrees at the University of Texas. He graduated law school with the highest grade point average in his class and earned the highest score of all those taking the 1961 Texas bar exam. Judge Kazen began his legal career as a briefing attorney for the Texas Supreme Court before joining the Airforce as a JAG officer. He soon rose to the rank of captain and was awarded the Air Force Commendation Medal in 1965. Upon completing his military service, Judge Kazen entered private practice in Laredo. Even at this early stage of his career, Judge Kazen showed remarkable dedication to the Laredo community. Among other volunteer activities, he founded the Laredo Legal Aid Society in 1970; was elected president of the Laredo Bar Association; and served as a director of the Economic Opportunities Development Corporation, a trustee for the Laredo Junior College, and a member of the Laredo Chamber of Commerce.

In 1979, Judge Kazen was appointed to the federal judiciary by President Jimmy Carter. He quickly distinguished himself among his peers, earning a reputation for competence, compassion, and leadership throughout the Fifth Circuit. Indeed, only four years after taking the bench, he was selected to serve as president of the Fifth Circuit District Judges Association. In 1990, Judge Kazen began his long tenure on the Fifth Circuit District Judges Pattern Jury Charges Committee, which he later co-chaired. He sat by designation as an appellate judge in dozens of cases and served on the Fifth Circuit Judicial Council. Judge Kazen quickly rose to national prominence as well. In 1986, he was selected to represent the Fifth Circuit before the United States Sentencing Commission in Washington, D.C. In 1990, Chief Justice William Rehnquist appointed Judge Kazen to the Judicial Conference Committee on Criminal Law, which he would later chair.

From 1996 to 2003, Judge Kazen served a celebrated term as Chief Judge of the Southern District of Texas. At the time, the Southern District was the fourth busiest in the nation, receiving more than 3,000 case filings per year. Judge Kazen handled his tremendous workload with aplomb. He led the Court by example, carefully considering each of his thousands of cases with impartiality, insight, and grace—all while teaching civil procedure at St. Mary's School of Law and maintaining leadership roles in his church, the Boys and Girls Clubs of Laredo, and Bethany House, among other community organizations. In 2003, the Chief Justice appointed him to the Foreign Intelligence Surveillance Court, a national tribunal that rules on the federal government's applications for foreign intelligence investigations. He served in this key national-security role for seven years.

Even after he formally took senior status in 2009, Judge Kazen remained one of the most active judges in the country, handling a third of the Laredo Division's criminal and civil dockets until his retirement last year. Despite his national reputation, scores of prestigious awards, and numerous positions of influence, Judge Kazen has remained humble, compassionate, and hardworking. Guided by his strong Catholic faith and love for his family and community, Judge Kazen has, at every stage of his career, dedicated his remarkable talents to the service of his community and his country. May we all aspire to the guiding principle of Judge Kazen's life: not to do well for oneself, but to do good for others.

He was married to Barbara Ann Kazen for over 48 years until her death in 2011. Their four children are George (Mary), John (Hayley), Elizabeth Ann, and Gregory. They also have ten grandchildren.

Contacts:

- Senator Cornyn -
 - (b)(6) @cornyn.senate.gov press sec.
 - (b)(6) @cornyn.senate.gov
- Congressman Cuellar -
 - (b)(6) @mail.house.gov
 - (b)(6) @mail.house.gov
 - (b)(6) @mail.house.gov
- Courts -
 - (b)(6) @txs.uscourts.gov (Chief Judge)

Related Press Releases:

- <https://www.mysanantonio.com/news/local/article/Laredo-federal-courthouse-to-be-renamed-after-13113728.php>

Communications Plan

Courthouse Naming Event

Oklahoma City, OK

Ceremonial Courtroom - Third Floor

February 12, 2016

2:00 p.m.

Internal

(RA to be at the Courthouse at 1:30 for pre-meeting in Judge Heaton's Library prior to the ceremony. She will be seated at the council table.)

Internal

Purpose:

Media Event to announce the naming of the United States Courthouse in Honor of William J. Holloway, Jr. New signage will read: William J. Holloway, Jr. United States Courthouse

Naming Bill:

[William J. Holloway, Jr. United States Courthouse](#)

Bio:

William J. Holloway, Jr.

William Judson Holloway, Jr. (June 23, 1923 – April 25, 2014) was a federal judge for the United States Court of Appeals for the Tenth Circuit and former chief judge of that court.

Born in Hugo, Oklahoma, Holloway was in the United States Army during World War II, from 1943 to 1946. He received an A.B. from the University of Oklahoma in 1947 and an LL.B. from Harvard Law School in 1950. He was in private practice in Oklahoma City, Oklahoma from 1950 to 1951. He was an Attorney, General Litigation Section, Claims Division, U.S. Department of Justice, Washington, D.C. from 1951 to 1952. He was in private practice in Oklahoma City, Oklahoma from 1952 to 1968.

Holloway was a federal judge on the United States Court of Appeals for the Tenth Circuit. Holloway was nominated by President Lyndon B. Johnson on August 2, 1968, to a new seat created by 82 Stat. 184. He was confirmed by the United States Senate on September 13, 1968, and received his commission on September 16, 1968. He served as chief judge from 1984-1991. He assumed senior status on May 31, 1992. Holloway died of a respiratory ailment on April 25, 2014 in Oklahoma City.

Building Information:

[History](#)

[Oklahoma Bar Journal Article referring to history](#)

(Internal)

Event Information:

See full program [here](#): RA Hernandez's speaking role is 3 - 5 minutes.

Joe Heaton, Chief Judge, Presiding

Opening of the Court

*Carmelita Reeder Shinn
Clerk of Court*

Welcome and Introduction of Special Guests

Chief Judge Joe Heaton

Comments from the Bench

United States District Judges

Special Remarks..... Judge Vicki Miles-LaGrange

Senator Jim Inhofe

GSA, Regional Administrator,

Sylvia L. Hernandez

Chief Judge Timothy M. Tymkovich

Gentry Holloway

Adjournment of Court

*Unveiling to occur immediately after the court ceremony
on the north side of the building on Fourth Street Judge
Vicki Miles-LaGrange, presiding*

Unveiling.....Gentry Holloway & Family

Reception Following the Unveiling in Jury Assembly Room

(External)

Talking Points (Sylvia Hernandez)

Regional Administrator [Talking Points](#)

(RA to be at the Courthouse at 1:30 for pre-meeting in Judge Heaton's Library prior to the ceremony. She will be seated at the council table.)

- What an honor it is to be here today
- I would like to thank Chief Judge Heaton (Heet-un), Judge Bacharach (back-a-rack), and Judge Miles - Lagrange (luh-grange (like range)) for inviting me be here.

- My name is Sylvia Hernandez and I am the Regional Administrator for the General Administration Services in the Greater Southwest Region which includes Oklahoma, Texas, New Mexico, Louisiana and Arkansas.
- GSA provides buildings management and oversight to approximately 1,600 federal buildings and courthouses across the nation.
- More than one fourth of these facilities, including this courthouse, are listed in or are eligible for the National Register of Historic Places, the nation's listing of historic properties.
- The Greater Southwest Region has 59 buildings or sites that fall in this historic category and 7 of those are in Oklahoma.
- Many of the properties, like this one, are grand structures designed to symbolize the permanence and stature of the federal government, as well as its functionality.
- In recent years with the Court's leadership, GSA has held Naming Ceremonies for several of our significant historic buildings, including those in Little Rock, Santa Fe, Muskogee, San Antonio, and Fort Worth among others.
- Celebrating buildings and individuals for whom they are named preserves the important history and legacy of both for all generations.
- GSA appreciates its partnership with the U.S. Courts on smart stewardship initiatives to serve the public, and to accommodate the Courts needs within a preservation framework.
- Without the commitment and leadership of the U.S. Courts, GSA would not be able to preserve these significant historic buildings for future generations to appreciate and use.
- Thank you again for inviting me and thank you for helping GSA to preserve our historic building gems.

(External)

Media Advisory:

GSA Hosts Naming Ceremony for the William J. Holloway, Jr. United States Courthouse

OKLAHOMA CITY, OK – The U.S. General Services Administration and the U.S. District Court for the Western District of Oklahoma will join to commemorate the naming of the William J. Holloway, Jr. United States Courthouse

WHAT: Naming Ceremony

WHEN: Friday, Feb 12 at 2:00 p.m.

WHERE: United States Courthouse
Ceremonial Courtroom - Third Floor
Oklahoma City, Oklahoma

WHO: GSA Regional Administrator Sylvia Hernandez
United States Court of Appeals for the Tenth Circuit

#

NOTE: Security measures will be in place. News media representatives should plan to arrive 20 minutes early and provide a government-issued photo ID and current media credentials.

(External)

Press Release:

GSA Hosts Naming Ceremony for the William J. Holloway, Jr. United States Courthouse

OKLAHOMA CITY, OK --Today, the U.S. General Services Administration along with the United States District Court for the Western District of Oklahoma joined to commemorate the naming of the William J. Holloway, Jr. United States Courthouse.

GSA Regional Administrator Sylvia Hernandez said:


"I am proud to represent GSA as we honor and memorialize Judge William Holloway for his important contributions to the Western District of Oklahoma," said GSA Regional Administrator Sylvia Hernandez. "The naming of the federal courthouse in his honor demonstrates our respect and appreciation for the work he did."

William Judson Holloway, Jr. (June 23, 1923 – April 25, 2014) was a federal judge for the United States Court of Appeals for the Tenth Circuit in Oklahoma City, OK. Born in Hugo, OK. Judge Holloway's life was filled with achievement. He served in the U.S. Army during World War II, studied at the University of Oklahoma and Harvard Law School, served in the U.S. Department of Justice, worked in private practice and was nominated to the court by President Lyndon B. Johnson in 1968. He served as Chief Judge from 1984-1991, and assumed senior status in 1992. Judge Holloway died of a respiratory ailment in 2014 in Oklahoma City.

###

Possible Q and A

(b)(5)



(Internal)

Press Distribution List:

The Oklahoman - Kyle Schwab, Reporter, kschwab@oklahoman.com

KOCB TV 34 (CW) - kokhnews@sbgnet.com; Twitter [@cw34okc](https://twitter.com/cw34okc)

Koko TV 5 (ABC) - news@koco.com; Twitter [@koconews](https://twitter.com/koconews)

KOKH TV 25 (Fox) - kokhnews@sbgnet.com

KOKC AM 1520 - Jack.T@TylerMedia.com; Twitter [@1520KOKC](https://twitter.com/1520KOKC)

KTLR AM 890 - Mike Miller, GM mike.wparadio@gmail.com

KTOK AM 1000 - Twitter [@NewsradioKTOK](https://twitter.com/NewsradioKTOK)

**Media Communications Plan
 Tornillo Port of Entry Naming Event
 Wednesday, April 19, 2017
 12:00 p.m. (noon)**

<i>Office</i>	<i>Name, date, time</i>
R7 PBS RC/DRC	Press Release approved by J. Weller and J. Ferracci
OCIA	
PBS Central Office	MGelber 04132017 18:38 eastern
OSC	

(b)(5)

Roll out: April 19

(Internal)

Purpose:

Media Event to announce the naming of the Tornillo Land Port of Entry in Tornillo, Texas, to the Tornillo-Marcelino Serna Port of Entry.

(Internal)

Background/Bio for [Marcelino Serna](#):

(Internal)

Program:

- 12:00 p.m. Master of Ceremonies**
 Jim Weller
 Acting Regional Administrator, GSA
- 12:02 p.m. Posting of Colors Veterans Group**
- 12:05 p.m. Pledge of Allegiance**
 County Representative

- 12:08 p.m.** **National Anthem**
Fort Bliss Band
- 12:11 p.m.** **Welcome**
Jim Weller
- 12:15 p.m.** **Remarks**
Congressman Hurd
- 12:20 p.m.** **Presentation by (Waiting on Karina)**
- 12:25 p.m.** **Remarks**
Family of Marcelino Serna (Genny Stopani)
- 12:30 p.m.** **Closing**
Jim Weller
- 12:35 p.m.** **Unveiling**

(Internal)
[Invited Stakeholders](#)

(Internal)
Bio: [Congressman William Hurd](#) (goes by "Will")

William Ballard "Will" Hurd is the U.S. representative for Texas's 23rd congressional district, an entity which stretches eight hundred miles, from San Antonio to El Paso, along the U.S.-Mexican border.

(External)
[Tornillo POE Naming Event Media Advisory: April 19, 2017](#)

(External)
[Tornillo POE Naming Press Release - April 19, 2017](#)

(External)
Social Media:
PRE: Today GSA, [@HurdOnTheHill](#) & [@CustomsBorder](#) memorialize Marcelino Serna by naming Tornillo POE in his honor.

GSA names Tornillo POE after Marcelino Serna, an El Paso resident & the most decorated WWI veteran from Texas. (include gsa.gov link and photo)

After: Tornillo-Marcelino Serna Port of Entry recognizes the patriotism of first Hispanic to be awarded the Distinguished Service Cross from [@USArmy](#).

(Internal)

Media Outlets:

[El Paso Media Lists](#)

CBP will distribute to their El Paso Media Lists
Consulate will send out to Mexican Media Markets

(Internal)

Contacts:

CBP Contacts: (b)(6) [@cbp.dhs.gov](mailto:(b)(6)@cbp.dhs.gov)

Congressman Hurd:

Rachel Holland

(b)(6) [mail.house.gov](mailto:(b)(6)@mail.house.gov)

Consulate Contact: They will send press release in Mexico

Shannon P. Hill / Public Affairs Officer - *Cónsul Regional de Prensa y Cultura*
U.S. Consulate General/*Consulado General de EE.UU.* / Ciudad Juárez,
Chihuahua, México
Work/Trabajo: (b)(6) E-mail/Correo Electrónico (b)(6) [@state.gov](mailto:(b)(6)@state.gov)

Logistics:

- Press Event Location: Area adjacent to existing POE
- Setup begins at 10:00 a.m. (Shala, Leslie and Tina)
 - GSA Seal - Tina will bring
 - Flags -
 - DHS flag, US Flag - TJ Requested
 - GSA flag and flagpole from El Paso Service Center - John Gill
 - Sand Bags!
 - Podium - Rental
 - Sound System - Rental
 - Chairs and Stage - GSA rentals
 - Water - CBP to provide 2 large ice chests.
 - [Media Sign in Sheet](#)
- Officials Arrive: 11:30 at Tornillo Port. Tina J. checking with Kathryn to chose a location
- Media arrival time: 11:40 a.m. and 11:50 a.m.

- Press Start Time: 12:00 p.m.
- Press End Time: 12:45 p.m.
- Press Packet : [Press Release](#) and [Marcelino Serna](#):

(Internal)

[Marcelino Serna](#)

More on Marcelino Serna:

Uncommon Valor: The Story of Marcelino Serna -May 30, 2016 , Editorial - As published in the El Paso Times

I want to honor a brave Veteran who stood out in the battlefield. He is known for his boldness, dignity, and love for this country and his companions.

The heroic story of Pvt. Marcelino Serna began when he volunteered for the U.S. Army during World War I.

After a brief training, Serna was sent overseas to join the Allied forces in Europe. Upon arrival, it came to light that he was not a U.S. citizen, but, rather, a Mexican citizen. Serna had the option of withdrawing from the fight. Instead, he decided to stay and fight together with his fellow soldiers.

During his time abroad, Serna's dedication and bravery stood out with acts worthy of a Medal of Honor.

On one of these occasions, Serna was injured in a confrontation that left twelve of his companions dead. He continued to fight, chasing those who had attacked them, managing to capture eight German soldiers.

In another confrontation, Serna managed to capture twenty-four enemy soldiers alone. Upon discovering a sniper's position, Serna shot and wounded him. As the soldier fled to his base, Serna decided to follow him. After discovering the base, Serna began to shoot, and in a cunning strategy, changed positions so often, it seemed that he was not alone.

Eventually, 24 soldiers surrender. He then discovered that in the midst of the battle, he had killed 26 enemy soldiers.

Without a doubt, these two examples of heroism demonstrate his dedication and commitment to the fight, but there is more to Serna's story.

As he led the prisoners back to the Allied base, some of his fellow soldiers suggested that they should be executed. Serna refused to allow this. Alongside his courage, he possessed a remarkable sense of honor.

For his acts of courage and honor, Serna was honored by the U.S. Army with two Purple Hearts and the Distinguished Service Cross, the highest honor that a soldier can receive after the Medal of Honor. This was presented by General John J. Pershing, and Serna became the most decorated World War I Veteran from Texas.

In addition to receiving these honors, he received two "Croix de Guerre", the highest honor in France, one of which presented to him by the Supreme Commandar of Allied troops in Europe, Ferdinand Foch.

After the war, Serna returned to Texas to live and work as a civilian, until his retirement in 1961, obtaining his American citizenship in 1924. Pvt. Serna died on February 29, 1992 and is buried with full military honors at Fort Bliss National Cemetery.

While he never obtained the Medal of Honor in life, there is an initiative that seeks to honor him posthumously.

For my part, I've introduced a bill which renames the Tornillo Port of Entry in honor of Pvt. Marcelino Serna. This is a joint initiative between local leaders, the descendants of Serna and the community.

The Tornillo-Marcelino Serna Port of Entry will not only honor this extraordinary man's service to our nation, it will serve as a reminder of the countless Mexican-American immigrants that have fought valiantly to keep our nation safe. Their contributions will not be ignored or forgotten.

Source: <https://hurd.house.gov/media-center/editorials/uncommon-valor-story-marcelino-serna>

Clips:

Tornillo Port of Entry renamed to honor decorated local war veteran:

<http://www.elpasoproud.com/news/tornillo-port-of-entry-named-after-decorated-local-war-veteran/694649471>

<http://elpasoheraldpost.com/tornillo-poe-renamed-ww-hero/>

**R7 Press Release Coms Plan
Los Tomates LPOE Donation Project**

To be issued: Late May 2021

7-22-22 - Ground breaking planned for August 12

Office	Name, date, time
R7 PBS - GC	Giancarlo Brizzi 04/15/2021, 3:50 pm CT
R7 Donations SME	Christopher Anzaldua, 04/15/2021, 2:40 PM CST
OSC	TWL 4/28 Christina Wilkes 1:39 7/8
CO PBS (if needed)	David Frye, 4/22; AHA 4/22:21
OCIA (if needed)	cleared

Donations Program Background:

GSA has legal authority to accept gifts (also referred to as donations) of property or non-personal services. While gifts of services may only be accepted by the GSA Administrator, the acceptance of gifts of property, real, personal or otherwise, has been delegated to the Commissioner of GSA's Public Buildings Service (PBS). Additional information can be found [here](#).

GSA Press Release:

For Immediate Release

DATE

Contact: tina.jaegerman@gsa.gov

**GSA Receives Donation at Brownsville Land Port of Entry to Improve
Operations and Boost Local Economy**

Brownsville, Texas - The General Services Administration (GSA), U.S. Customs and Border Protection (CBP), Cameron County and the Cameron County Regional Mobility Authority (CCRMA) recently formalized a public-private partnership to provide improvements to the Los Tomates Land Port of Entry (LPOE), also known as the Veterans International Bridge (VIB). Through the partnership, the improvements will be donated to the federal government to speed the flow of non-commercial traffic and help alleviate wait times at this busy border crossing. Construction is scheduled to begin in August 2022 and it will take approximately 12 months to complete.

"When we engage in public private partnerships, the value of the services GSA provides to our customer agencies like CBP increases exponentially," said Christopher Anzaldua, GSA's Donations Program Manager in the Greater Southwest Region. "Basically, it's a win-win scenario that improves operations and timeliness for CBP and provides a path to economic recovery for the local business economy."

"This Donation Acceptance Agreement is another great example of CBP and its federal and local partners working together to enhance America's economic competitiveness," said Pete Flores, Executive Assistant Commissioner of the CBP Office of Field Operations. "The addition of four personally owned vehicle lanes, eight additional secondary inspection bays, and other infrastructure improvements at Veterans International Bridge will benefit the economy of the local communities by enhancing the flow of legitimate trade and travel into the United States."

"In 2016 this multi-jurisdictional proposal of border trade connectivity and infrastructure enhancement was submitted and we are now pleased to announce the large-scale improvements at the Veterans International Bridge, also known as Los Tomates Bridge or the Puente Internacional Ignacio Zaragoza, which unites one of the largest metropolitan areas, the Brownsville and Matamoros US-Mexico border region/area. Thanks to the tremendous collaboration from GSA, CBP, and our CCRMA, vehicle commute time and border trade and crossings will be facilitated through our border thus boosting our local economy," stated Cameron County Judge Eddie Treviño, Jr.

Through the [Donations Acceptance Program](#), Cameron County and the CCRMA will donate the following improvements:

- Four additional Personally Owned Vehicle (POV) primary lanes with necessary infrastructure and technology
- Eight additional secondary inspection bay spaces with necessary infrastructure and technology
- Relocation of existing secondary inspection areas for buses for safer movement and faster traffic flow in the area
- Construction of a new head house structure

On an average day in fiscal year 2021, CBP personnel at Veterans International Bridge processed an average of 3,035 vehicles per day, including 655 trucks. The donation project will

reduce wait times while increasing throughput providing consumers with faster access to business and retail establishments on both sides of the Texas - Mexico border. This project will economically benefit Brownsville and its surrounding communities, as well as the U.S. economy as a whole.

###

About GSA: GSA provides centralized procurement for the federal government, managing a nationwide real estate portfolio of more than 370 million rentable square feet and overseeing approximately \$68 billion in annual contracts. GSA's mission is to deliver the best value in real estate, acquisition and technology services across government, in support of the Biden-Harris administration's priorities. For more information, visit: www.gsa.gov and follow us at [@USGSA](https://twitter.com/USGSA).

**National Historic Designation Ceremony
John Minor Wisdom U.S. Court of Appeals Building
New Orleans, LA
December 3, 2015**

Internal

Background:

In February 2015, the National Historic Landmarks Committee of the National Park System Advisory Board unanimously recommended to the National Park System Advisory Board that the John Wisdom Courthouse receive a National Historic Landmark. The recommendation was later approved.

On December 3, 2015, a ceremony will be held between GSA, the National Parks Service and the U.S. Courts to commemorate the building's National Historic Landmark designation. During the ceremony, NPS will present GSA with a designation [plaque](#).

PBS Regional Commissioner Jim Weller has been invited to speak at the event and accept the plaque on behalf of GSA. Numerous dignitaries will speak and/or be in attendance. These include Judicial representatives of the U.S. Court of Appeals, Congressional Leaders, and other local, state and federal dignitaries.

Building Info from GSA.gov: [John Minor Wisdom U.S. Court of Appeals Building, New Orleans, LA](#)

External

Press Advisory: [Media Advisory - Wisdom Historic Designation 2015](#)

Wisdom Courthouse to be Recognized as National Historic Landmark

New Orleans, LA – The John Minor Wisdom U.S. Court of Appeals Courthouse was recently honored with a National Historic Landmark Designation. The courthouse joins more than 2,500 other National Historic Landmarks across the country that have been recognized as places that possess exceptional value and quality in illustrating or interpreting the heritage of the United States. The 100 year old building played a prominent role in the modern civil rights movement.

Who: U.S. General Services Administration
U.S. Court of Appeals for the Fifth Circuit
National Park Service/U.S. Department of Interior

What: Ceremony to recognize courthouse as National Historic Landmark

When: December 3, 2015 at 4:30 p.m.

(b)(5)

Where: John Minor Wisdom U.S. Court of Appeals Building
600 Camp Street, New Orleans, LA

Parking: There is no visitor parking at the courthouse. The following commercial lots are less than a 3-minute walk:

- Premium Parking, 408 Camp Street, .1 mile
- Premium Parking, 732 Camp Street, .1 mile
- Premium Parking, 735 Camp Street, .1 mile
- Standard Parking, 601 Tchoupitoulas Street, .2 mile

(Media should arrive between 4:00 p.m. and 4:20. Please bring media credentials and R.S.V.P. to tina.jaegerman@gsa.gov)

External

Press Release: [Press Release -Wisdom Historic Designation 2015](#)

News Release

U.S. General Services Administration

December 3, 2015

tina.jaegerman@gsa.gov

Wisdom Courthouse Receives National Historic Landmark Designation

NEW ORLEANS, Louisiana- Today, U.S. General Services Administration (GSA), the Fifth Circuit of the U.S. Court of Appeals and the National Park Service recognized the John Minor Wisdom U.S. Court of Appeals Courthouse's designation as a National Historic Landmark. The courthouse joins more than 2,500 other National Historic Landmarks across the country that have been recognized as places that possess exceptional value and quality in illustrating or interpreting the heritage of the United States.

Courthouse Information:

- The Court of Appeals Courthouse recently turned 100 years old. During that time, the courthouse played a prominent role in our modern civil rights movement. It was named in honor of appellate judge John Minor Wisdom, a scholar of legal doctrinal development whose greatest legacy is in the field of civil rights. The courthouse's most significant period of contribution began in 1956 when the Fifth Circuit court became involved in a multi-year battle to end school segregation in Louisiana and ended in 1963 when Judge Wisdom's doctrinal defense in a voting rights case that would later be applied to the 1965 Voting Rights Act. During this period, the court developed civil rights jurisprudence and overcame resistance to school desegregation and discriminatory voting

practices.

- The courthouse is one of three Fifth Circuit Court of Appeals courthouses recognized as places that possess exceptional value and quality in illustrating or interpreting the heritage of the United States.
- The John Minor Wisdom U.S. Court of Appeals Courthouse is owned and managed by GSA who serves as steward to nearly five hundred historic federal buildings and courthouses .
- Today, the courthouse's tenant is the Fifth Circuit of the U.S. Court of Appeals

GSA Public Buildings Service Regional Commission Jim Weller:

"It is an honor for the U.S. General Services Administration to serve as steward to the John Minor Wisdom U.S. Court of Appeals Courthouse. The National Historic Landmark designation ensures that the stories of this historic gem will live on for generations to come."

National Park Service Director Jonathan B. Jarvis:

"In an era of significant resistance to racial equality, these monumental rulings defined civil rights laws, formed the basis of congressional civil rights legislation, and pioneered judicial reform," said National Park Service Director Jonathan B. Jarvis. "These decisions are relevant to the study of Civil War to Civil Rights as well as modern conversations regarding civil rights, diversity, and inclusiveness."

##

Internal

Media:

[Media Contacts for New Orleans Dec 2015](#)

Internal

Program Agenda:

WELCOME:

Honorable Carl E. Stewart
Chief United States Circuit Judge
U.S. Court of Appeals, Fifth Circuit
Shreveport, Louisiana

REMARKS:

Phil Boggan
Assistant Secretary and State Historic Preservation Officer

Department of Culture, Recreation & Tourism
Baton Rouge, Louisiana

James S. Weller
Public Buildings Service Regional Commissioner
General Services Administration
Fort Worth, Texas

PRESENTATION OF THE PLAQUE:

Lance Hatten, Superintendent
Jean Lafitte, National Historical Park and Preserve
New Orleans, Louisiana

ACCEPTANCE OF THE PLAQUE:

James S. Weller

CLOSING REMARKS

Chief Judge Carl E. Stewart

RECEPTION IN THE GREAT HALL

Internal

Wisdom Courthouse History:

(From Historic Designation Event Brochure)

The John Minor Wisdom U.S. Court of Appeals Building originally served as the U.S. Post Office and Courthouse. In 1908, the New York Architectural firm Hale and Rogers won a design competition for the building, and U.S. Treasury Department officials approved the plans in 1909. Workers broke ground later that year on the site, which encompasses the block bounded by Lafayette, Camp, Magazine, and Capdeville Streets overlooking Lafayette Square. The date 1912 is incised on the frieze on the Lafayette Street side, but the interior was not finished until 1915, with employees occupying their offices the following year. Originally, the post office occupied the entire first floor, while the district court and court of appeals were located on the second floor. Executive Branch agencies were on the third level. In 1994, the building was renamed to honor John Minor Wisdom, a respected judge who served on the Fifth Circuit Court of Appeals from 1957 until his death in 1999. Wisdom strongly promoted civil rights and issued landmark decisions that supported school desegregation and voter rights. In 1993, President William Jefferson Clinton awarded him the Presidential Medal of

Freedom, the nation's highest civilian honor. Today, the Building is dedicated as a National Historical Landmark.

(From Centennial Event Brochure)

The John Minor Wisdom U.S. Court of Appeals Building originally served as the U.S. Post Office and Courthouse. In 1908, the New York architectural firm Hale and Rogers won a design competition for the building and U.S. Treasury Department officials approved the plans in 1909. Workers broke ground later that year on the site, which encompasses the block bounded by Lafayette, Camp, Magazine, and Capdeville streets overlooking Lafayette Square. The date 1912 is incised on the frieze on the Lafayette Street side, but the interior was not finished until 1915, with employees occupying their offices the following year. Originally, the post office occupied the entire first floor, while the District Court and Court of Appeals were located on the second floor. Executive branch agencies were on the third level.

In 1961, needing additional space, the post office moved to a new facility. Two years later, the courts also vacated. The building was unoccupied until 1965, when it served as a public high school for three years after Hurricane Betsy destroyed McDonough 35 High School. Between 1971 and 1972, the building underwent an extensive restoration. Upon completion, the Fifth Circuit Court of Appeals returned to the building as its only tenant. The building was listed in the National Register of Historic Places in 1974 and has been featured in several films and television shows.

During the era of the modern civil rights movement, decisions issued from the U.S. Court of Appeals — Fifth Circuit developed a jurisprudence that dealt effectively with southern massive resistance and obstructionism following the U.S. Supreme Court's *Brown v. Board of Education* rulings in 1954 and 1955. Its precedent-setting rulings pioneered judicial reform, defined civil rights law, and formed the basis of congressional civil rights legislation. The period of significance for this courthouse begins in 1956 when the Fifth Circuit court became involved in a multi-year battle to end Louisiana's crusade against school desegregation, and ends in 1963 when Judge Wisdom's doctrinal defense in a voting rights case would later be applied to the 1965 Voting Rights Act. During this period, the court developed civil rights jurisprudence and overcame massive resistance to school desegregation and discriminatory voting practices.

In 1994, the building was renamed to honor John Minor Wisdom, a respected judge who served on the Fifth Circuit Court of Appeals from 1957 until his death in 1999. Wisdom strongly promoted civil rights and issued landmark decisions that supported school

desegregation and voter rights. In 1993, President William Jefferson Clinton awarded him the Presidential Medal of Freedom, the nation's highest civilian honor.

During Hurricane Katrina in 2005, wind and rain damaged the building, but there was no flooding. The Fifth Circuit Court of Appeals judges and staff briefly relocated to other cities and towns in the region because of damage and power outages, but returned to the building four months later. In 2000 and 2007, the building was identified as nationally significant in two National Park Service, Civil Rights, National Historic Landmark theme studies. In 2015, GSA and building tenants celebrated the building's centennial.

Internal

NPS Press Release in July 2015: [Three Southern Courthouses Named as National Historic Landmarks for Contributions to Civil Rights](#)

TJ's Communication Plan
San Antonio Courthouse Groundbreaking Event
April 20, 2022
10:00 a.m. CST

(Individual products approved in separate docs, ie press release, advisory, etc.)

Roll out: Wednesday, April 20, 2022

Purpose of Event:

The General Services Administration (GSA), along with the U.S. Courts, U.S. Senators Cornyn and Cruz, and U.S. Representatives Doggett, Cuellar, Castro, Herd and Roy will hold a dedication event to announce the completion of the new federal courthouse in San Antonio, Texas.

Background/History of Project:

The John H. Wood, Jr. U.S. Courthouse was originally constructed as the U.S. Pavilion for the 1968 Worlds HemisFair. In 1974, it was renovated to house the federal courts and court related functions. It contains five district courtrooms and three magistrate courtrooms. Adjacent to the John H. Wood Jr. Courthouse is the Adrian Spears Training Facility (used by the Administrative Office of the U.S. Courts and the District Courts for training) and the Federal Building, which houses court related and other federal agencies. The courts have outgrown their current space needs. Additionally, there current space does not meet the current space and security requirements of the agency.

General Project Information:

- The San Antonio Courthouse will be located on approximately 6.3 acres in historic downtown at the corner of Santa Rosa Avenue and Nueva Street (214 W. Nueva Street).
- The new courthouse will have 8 courtrooms (5 district, 2 magistrate, and 1 special proceeding), and 13 chambers (8 district, 3 magistrate and 2 Court of Appeals).
- The tenant agencies will include the U.S District Courts, U.S. Clerk of the Court for the Western District of Texas, U.S. Magistrate Courts, U.S. Probation and Pretrial Services, Federal Public Defender, U.S. Court of Appeals, U.S. Marshals, U.S. Attorneys, and General Services Administration.

Media Contacts for the event:

U.S. Senator John Cornyn (R-TX)
Murphy McCollough
Murphy_McCollough@cornyn.senate.gov
Texas Press Secretary
C: (b)(6)

Media Advisory

Government Officials hold a Dedication Event for New Federal Courthouse in San Antonio

SAN ANTONIO - The U.S. General Services Administration (GSA) along with several government officials and the U.S. District Courts for the Western District of Texas will join for the groundbreaking of the new federal courthouse in San Antonio, Texas. The project will provide the judiciary with new facilities to help them in fulfilling their mission.

Who: Robin Carnahan, GSA Administrator
Congressman Henry Cuellar
Senator John Cornyn
District Judge Xavier Rodriguez

When: Monday, March 18, 2019 at 2:00 p.m. cst

Where: 214 W. Nueva Street 214 W. Nueva Street (Media to park on the corner of Graham Avenue and Santa Rosa Avenue across from event tent)

RSVP: Media should RSVP to Tina Jaegerman at tina.jaegerman@gsa.gov and arrive by 1:45 p.m. on the day of the event.

###

Press Release

Federal Leaders and Local Officials Hold Groundbreaking Event for New Federal Courthouse in San Antonio

Construction begins this Spring

SAN ANTONIO -- The U.S. General Services Administration (GSA) Administrator Emily Murphy, U.S. Senators John Cornyn and Ted Cruz, U.S. Representatives Lloyd Doggett, Henry Cuellar, Joaquin Castro, William Hurd and Chip Roy, San Antonio Mayor Ron Nirenberg, and the U.S. District Courts joined for the groundbreaking of the new federal courthouse in historic downtown San Antonio.

“A core part of GSA’s mission is to deliver value through real estate to support the critical missions of our partners across the federal government,” said GSA Administrator Emily Murphy. “We are proud to partner with our colleagues in the judicial branch, Congress, and leaders in the San Antonio community as we begin work on this state-of-the-art facility that will soon be home to the federal courts here and their supporting agencies.”

The John H. Wood, Jr. U.S. Courthouse was originally constructed as the U.S. Pavilion for the 1968 Worlds HemisFair. In 1974, it was renovated to house the federal courts and court related functions. Over the years, the courts have expanded and currently occupy several facilities around the San Antonio area. Upon completion of the facility, the courts and their supporting court agencies will move from the John H. Wood, Jr. U.S. Courthouse and other local facilities, to the newly constructed courthouse. The new courthouse will provide the space needed for consolidation as well as upgraded design and security requirements.

General information about the new federal courthouse:

- The new facility will be located on approximately 6.3 acres in historic downtown San Antonio at the corner of Santa Rosa Avenue and Nueva Street (214 W. Nueva Street).
- The new courthouse will have 8 courtrooms (5 district, 2 magistrate, and 1 special proceeding), and 13 chambers (8 district, 3 magistrate and 2 Court of Appeals).
- The tenant agencies will include the U.S District Courts, U.S. Clerk of the Court for the Western District of Texas, U.S. Magistrate Courts, U.S. Probation and Pretrial Services, Federal Public Defender, U.S. Court of Appeals, U.S. Marshals, U.S. Attorneys and GSA.
- The new courthouse will be ready for occupancy in 2022.

About GSA: The mission of the U.S. General Services Administration is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government. One of GSA’s four strategic goals is to save taxpayer money through better management of federal real estate.

To learn more about GSA visit gsa.gov or join the conversation on social media at [@USGSA](https://twitter.com/USGSA), [@US_GSAR7](https://twitter.com/US_GSAR7) and [@GSAEmily](https://twitter.com/GSAEmily). To follow the San Antonio courthouse project visit [here](#).

###

PROGRAM

- 2:00 p.m. Master of Ceremonies**
Judge Xavier Rodriguez
U.S. District Judge, Western District of Texas
- 2:02 p.m. Pledge of Allegiance**
Nelson Wolff
County Judge, Bexar County

- 2:05 p.m. Welcome to San Antonio**
Ron Nirenberg
Mayor, City of San Antonio
- 2:08 p.m. Recognition of Dignitaries**
Judge Xavier Rodriguez
- 2:11 p.m. Remarks**
U.S. Senator John Cornyn
State of Texas
- 2:16 p.m. Remarks**
U.S. Senator Ted Cruz
State of Texas
- 2:21 p.m. Remarks**
U.S. Congressman Lloyd Doggett
35th District of Texas
- 2:26 p.m. Remarks**
U.S. Congressman Henry Cuellar
28th District of Texas
- 2:31 p.m. Remarks**
U.S. Congressman Joaquin Castro
20th District of Texas
- 2:36 p.m. Remarks**
U.S. Congressman Will Hurd
23rd District of Texas
- 2:41 p.m. Remarks**
U.S. Congressman Chip Roy
21st District of Texas
- 2:46 p.m. Remarks**
Administrator Emily Murphy
U.S. General Services Administration
- 2:51 p.m. Closing & Special Presentation**
Judge Xavier Rodriguez
- 2:56 p.m. Groundbreaking Pictures**

Social Media:

USGSA Twitter:

- Today @US_GSAR7 breaks ground for new federal courthouse in San Antonio [add press release and photos]
- Today @US_GSAR&7, (b)(6) break ground for federal cths in San Antonio

USGSA Facebook:

- Today U.S. General Services Administration Greater Southwest Region breaks ground for the new federal courthouse in San Antonio [add press release and photos]

Possible Q and A

What is the difference between the total authorized funding and the authorized construction funding?

- Total Authorized Funding
\$144 million
Includes: land acquisition, design, management and inspection, construction, and contingencies
- Authorized Construction Funding
\$121 million
Includes: design and construction

Why did GSA decide that a new Courthouse was needed?

- The courts and other court related agencies are currently housed in the existing government owned John H. Wood, Jr. U.S. Courthouse, Spears Training Facility, Federal Building, U.S. Post Office and Courthouse and in leased locations in the city. The present and projected space needs of the courts and related agencies exceed the space available in the government owned and leased buildings. In addition, the existing space does not comply with the requirements in the U.S. Courts Design Guide and the U.S. Marshals Requirements and Specifications for Special Purpose and Support Space Manual.

The John H. Wood U.S. Courthouse building was originally constructed as the U. S. Pavilion for the 1968 World Fair, HemisFair. In 1974, it was renovated to house the Federal courts and courts related functions.

What are the specifics of the Courthouse and what will it look like (# of courtrooms, etc.)?

- Total of 8 courtrooms (1 special, 5 district, 2 magistrate) and 13 chambers (8 district, 3 magistrate and 2 Court of Appeals).

What are the potential cost savings of this new building? How are these savings achieved?

- The new courthouse will be more energy efficient due to the modern mechanical and electrical systems. The building is slated to achieve a LEED gold certification.

When do you expect the tenant agencies to move into the new building?

- Tenant agencies are expected to move into the facility Spring of 2022.

Which tenants will be housed in the facility?

- The facility will house U.S District Courts, U.S. Clerk of the Court for the Western District of Texas, U.S. Magistrate Courts, U.S. Probation and Pretrial Services, Federal Public Defender, U.S. Court of Appeals, U.S. Marshals, U.S. Attorneys, and GSA.

What is the delivery process being used to provide design and construction services?

- The design intent drawings were prepared by Munoz and Company with their lead consultant, Lake-Flato Architects of San Antonio. Design build services have been procured to complete the design and perform the construction.

What companies were considered? In Phase II of the selection process, the following companies were considered:

- White Construction from Austin, TX
- J.E. Dunn from Kansas City, MO
- Brasfield and Gorrie from Birmingham, AL

What was the basis of the award? (selection factors)

- There were three (3) selection factors for Phase I:
 - Technical Qualification of Firm
 - Past Performance of the Offeror's Team
 - Resources, Facilities and Technology

There were five (5) selection factors for Phase II:

- Quality of Design Concept
- Qualifications, Experience and Past Performance of Key Personnel
- Management Plan and Technical Approach
- Project Labor Agreement
- Small Business Plan

Why was the awardee selected?

- Based on the technical and price analyses performed, the Source Selection Evaluation Board determined the firm selected for award offers the best value to the Government in response to the Request for Proposal.

How much was the award?

- The design build contract was awarded to Brasfield & Gorrie, LLC in the amount of \$117,484,181.

What makes this design different than the first one?

- Underground parking, over 80,000 sf of mechanical and circulation space was removed to result in a more efficient design. The resulting design meets all the programmatic needs of the Courts and the US Marshals. This contract is a firm, fixed price in lieu of a contract that was to be negotiated at the conclusion of design.

What kind of award is being made?

- Firm, fixed price for design/build/bridging services

Where are they located?

Brasfield & Gorrie, LLC
3021 7th Avenue South
Birmingham, AL 35233

Any local ties?

- The Design Intent Drawings were prepared by Munoz and Company with their lead consultant, Lake-Flato of San Antonio, along with support from various other firms in the San Antonio and Austin area.

Any unique issues with the contractor?

- None that we are aware of.

Have they worked on other federal projects?

- Yes, including federal projects along the border within Texas.

Does GSA feel they had to reduce the quality of the building?

- GSA is providing a building that meets the requirements of the U.S. Courts and the GSA Design Excellence Program within the funds allocated by Congress for this project.

Was there any impact from tariffs?

- GSA cannot point to any direct impact of the tariffs on the cost of the San Antonio Courthouse. Additionally, tariffs were known about during the bidding period, and thus the offers should include any perceived tariff risk on the part of the offeror (same with labor market) - the prices should include known risks, and pricing was accepted after announcement of the steel and aluminum tariffs.

GSA is providing a building that meets the requirements of the U.S. Courts and the GSA Design Excellence Program within the funds allocated by Congress for this project.

What happened to the previous awardee?

- GSA awarded a contract to White Construction Company of Austin, TX for design phase services with an option for construction services. The option for construction services was not exercised due to budgetary issues where the construction would have cost more than the funds available.

**Media Communication Plan
POE Press Event: Construction Kick Off
Laredo, Texas
August 18, 2015, 10:00 a.m.**

Roll out:

August 18, 2015, 10 am (cst)

Purpose of Event: (Internal)

GSA, along with DHS/CPB and Congressman Henry Cuellar will join together for a press event to announce the construction kick off for the expansion and modernization of the Juarez/Lincoln Land Port of Entry in Laredo, TX. The project will significantly ease traffic and help DHS/CPB to perform its mission.

Background/History: (Internal)

In 2014, GSA received \$61.68 million in funding to construct the expansion and modernization of the Laredo 1/Bridge 1(Convent Avenue) and the construction of a new automobile and bus inspection facility at Laredo 2/Bridge 2 (Juárez-Lincoln) Ports of Entry (POE). GSA combined the previously funded designs for the two LPOEs into a single construction solicitation that was issued in Jun 2014.

All of the proposals significantly exceeded GSA's planned budget, therefore GSA and CBP reviewed available options and agreed to focus on the construction award for Bridge 2. Funding for Bridge 1 would be sought at a later time. GSA held a meeting with members of the GSA construction peer review team, the Bridge 1 and Bridge 2 design A/E's, and CBP in November 2014 and it was determined to amend the current RFP to have Laredo 2/Bridge 2 (Juárez-Lincoln) as the base contract with Laredo 1/Bridge 1(Convent Avenue) as an option. They also made a series of changes to the design package in an effort to reduce cost. The resulting RFP amendment was issued in January 2015 and proposals were received in February 2015. However, the proposals were still significantly over budget.

In June 2015, funds were reallocated from other GSA sources and made available to the Laredo 2/Bridge 2 (Juárez-Lincoln) construction project. After proper approvals were secured from the OMB and both houses of Congress, the Laredo 2/Bridge 2 (Juárez-Lincoln) construction contract was awarded on 24 June 2015. GSA is still seeking additional funds to award the construction contract for Laredo 1/Bridge 1(Convent Avenue).

Event Schedule: (Internal)

[Laredo Event - August 2015](#)

Media Advisory (External):

[Media Advisory: Laredo Press Event - August 18, 2015](#)

Press Release (External) :

[Laredo Press Release - Construction Kick Off Aug 2015](#)

Anticipated Q and A's at Press Conference (External):

[Q & A Laredo Press Event August 2015](#) - shared with all event participants/speakers

[Q & A Laredo Press Event August 2015 \(Spanish Version\)](#)

Press Plan:

Distribution to outlets in Laredo, San Antonio, Mexico and National

- [Laredo and San Antonio Media Lists](#)
- [Laredo Media List from CBP](#)

RA Talking Points (External)

[RA's TPs for Laredo](#)

Social Media: Post Press Advisory and Release on Social Media accounts

Twitter (from @R7):

PRE: .@DHSgov and GSA to announce construction to increase border safety and commerce in #Laredo Aug 18.

DURING: GSA to start construction of #Laredo #POE in Aug. Project to help @DHSgov achieve its mission. #Laredo [link to press release]

Facebook:

- Post press release at the event start time
- Post an album of pictures from the event

Additional Resources for Tina:

[GSA Secures Funding for Laredo Ports of Entry Projects - January 2014](#)

[Laredo Press Release - Press Conf and Tour 2014 - February 2014](#)

[Laredo Groundbreaking Funding Request](#)

Dunseith LPOE Communication Plan

Background of project:

The Dunseith LPOE is open seven days a week, 24 hours per day to inspect commercial and noncommercial traffic in North Dakota. The original Dunseith LPOE main building and canopy was constructed in the median of U.S. Highway 281, with incoming traffic passing on the west side of the building and outgoing traffic on the east side. In addition to the port building, three residential homes, in support of the port mission, were constructed in the 1960's and another in the 1970's to house port employees. A garage and three storage units were built in the 1980's.

The project proposes to situate the main part of the port on approximately nine acres of newly acquired land. The new area will include a main administration building, non-commercial primary and secondary inspection areas, outbound inspection, commercial primary and secondary inspection areas, enclosed non-intrusive inspection (NII) operations, enclosed parking for six vehicles, veterinary services area for livestock inspections, and site improvements. The veterinary services facility will be located approximately one half mile south of the main port on eight acres. In addition, this area will include parking for POVs and commercial on and off load inspection spaces.

Project goals:

Surrounding counties:

[Rolette](#) - population 13,823

[Bottineau](#) - population 6,650

- [City of Bottineau](#)
- [Bottineau Chamber of Commerce](#)

[McHenry](#) - population 5,400

•

[Pierce](#) - population 4,061

- [City of Rugby](#) (Geographic center of U.S.)
- [Rugby Chamber of Commerce](#)

[Towner](#) - population 2,191

- [City of Cando](#)
- [Cando Chamber of Commerce](#)

Dunseith Facts:

Dunseith is located in North Central North Dakota just off the junction Hwy 3 and Hwy 5/281 in Rolette County only 14 miles south of the Canadian Border.

The hub city in Rolette County is Belcourt, ND and is the only city located on the Reservation. The population of Dunseith is 768 and is 16-miles from Belcourt. The average per capita income in Dunseith is \$50,074 and is considered to be 33.59% below the poverty level.

Dunseith Demographics - According to the most recent ACS, the racial composition of Dunseith was:

- **Native American: 73.70%**
- **White: 25.43%**
- Two or more races: 0.87%
- Black or African American: 0.00%
- Asian: 0.00%
- Native Hawaiian or Pacific Islander: 0.00%
- Other race: 0.00%

Other economic information about the area can be found [here](#).

Communication objective: To inform the public and other stakeholders of the improvements happening at the Dunseith LPOE, specifically as it relates to DEIA, Job Potential and Economic Impact, Environmental Justice, Sustainability, Local Impact and Supply Chain Distribution.

Key stakeholders:

Government

Local

- [Rolette County Commissioners](#)
 - [City of Belcourt](#)
 - [Rolla City Council](#)
 - [Dunseith City Council](#)
 - Mayor Jesse Marion
 - George Gottbreht
 - Carl Lagerquist
 - Randy Vivier
 - Christopher Strong
 - [City of St. John](#)

State

- [North Dakota State Government](#)
 - [Governor Doug Burgum](#)
 - [Lt Gov Brent Sanford](#)
 - [Cabinet](#)
 - [Staff](#)
- ND Department of Transportation
- ND Department of Tourism
- ND Fish and Wildlife

Federal

- Customs and Border Patrol (CBP)
 - (b)(6) Chief

Public Affairs Liaison
U.S. Customs and Border Protection
301 W Railway Ave
Portal, ND 58772

(b)(6)

@cbp.dhs.gov

- U.S. Border Patrol
- USDA APHIS
-
- Congressional Officials
 - Sen. John Hoeven - <https://www.hoeven.senate.gov/>
 - Sen. Kevon Cramer - <https://www.cramer.senate.gov/>
 - U.S. Rep. Kelly Armstrong - <https://armstrong.house.gov/>

Public

- International Peace Garden
 - Board of Directors
- Turtle Mountain Band of Chippewa Indians (TMBCI)
 - Tribal Chairman - Jamie Azure (Jamie.Azure@tmbci.org)
 - Turtle Mountain Tribal Council (includes a calendar of events on this page)

Business

- Duty Free
- Dunseith Chamber of Commerce
-
- Media outlets (Within a 50 mile radius)
 - Bottineau Courant (currently blocked on GSA computers)
 - Email - courant@utma.com, phone - 701-228-2605
 - Editor is Scott Gillies Wagar
 - Turtle Mountain Times (Belcourt); email - thetimes@tmtimes.com
 - Turtle Mountain Star (Rolla) -print only or email subscription
 - Email - tmstar@utma.com, phone - 701-477-6495
 - Pierce County Tribune (Rugby) Reporter: ssitter@thepiercecountytribune.com; business@thepiercecountytribune.com
 - Mouse River Journal (Towner); contact: mrjads@srt.com, 701-537-5610
 - Towner County Record-Herald (Cando) print only; tcrheditor@gondtc.com

Social Media channels:

- Dunseith Community Facebook

- [City of Dunseith Facebook](#)
- [City of Rolla Facebook](#)
- [Rolla - The Jewel City Facebook](#)
- [Rolla Chamber of Commerce Facebook](#)
- [St. John Community Facebook](#)
- [City of Saint John Facebook](#)
- [Bottineau Community Facebook](#)
- [Bottineau Courant Facebook](#) (newspaper)
- [Bottineau Chamber of Commerce Facebook](#)
- [Bottineau County Facebook](#)
- [City of Rolette Facebook](#)
- [Rolette County Facebook](#)
- [Rolette County Twitter](#)
- Rugby
- [Pierce County Tribune Twitter](#)
- [Pierce County Tribune Facebook](#)

Key messages:

[Supply Chain](#) - role in commerce and moving goods or tourists across border

Jobs/economic impact -

DEIA -

Sustainability -

Security -

Local impact -

Fact Sheet

Obstacles to communication:

- Local community perception of federal government
- Need to have Historic Preservation Officer for Tribal communications
- International audience - how to reach them

Q&A:

Timeline and Key Milestones:

NEPA- Oct 2022 - Feb 2023
Design Solicitation - June 2023
Design Selection - June 2024
Approved Design - June 2025
Start of Construction - April 2026
Completion of Project - Sept. 2028

Media/Public Engagements slated:

NEPA process

- Community engagement meeting
 - Beginning of process
 - End of process
 - Finalization of report
- Press release
 - Start of process
 - Public Comment period
 - Final product meeting

Major award of contracts

- Design Award
- Anything over \$1M
- Construction Award

Traffic Advisories

Chris Kalash North Dakota Motor Carriers Association | Marketing Division
1937 East Capitol Ave Bismarck, ND 58503 | 701.223.2700 or 701.222.0929
marketing@ndmca.org

ND League of cities:
City Auditor:

Shelley Counts
PO Box 580
Dunseith, ND 58329

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59 Acres communication needs:

- Scope of Work
- Press Release
- Media Kit
 - Photos of area
 - Fact sheet (?)
- Social media (graphic requirement)
 - Twitter
 - Facebook
 - LinkedIn (?)
- Electronic signage
- Articles in real estate magazines (?)

Areas of concern to address:

- Environmental
- Bridge across Hwy 6
- Lakewood building restrictions
- McKinney Act/Homeless lawsuit

Timeline:

- Prep time for communication products and review
- Open bidding
- Open house/Industry Day event
- Close bidding
 - When will sealed bids be opened
 - When can we communicate on auction winner

GSA 59 Acres Land Disposal Communications Plan 2020

Roll out Date:

Project Description:

The U.S. General Services Administration (GSA) is disposing of 59 acres along the W light-rail line in Lakewood, Colo., located at West 6th Avenue and Union Boulevard. The sale parcel will be marketed as the *Federal Center Station*.

Background:

The Denver Federal Center (DFC) was originally constructed in 1941 as an ordnance plant by the Department of War during World War II. Pursuant to the Public Buildings Act of 1949, GSA assumed custody and control of the property and has operated it since that time. Currently, the

facility is approximately 623 acres, incorporating 3.96 million Rentable square feet of office, warehouse, laboratory, light industrial, and other space types. There are 44 active constructed assets on the DFC, with more than 6,200 tenants and 28 major federal agencies, with the largest ones being Department of Interior, Department of Agriculture, and Environmental Protection Agency..

The property is immediately north of the Regional Transportation District (RTD) West Corridor Light Rail Denver Federal Center Station and St. Anthony Hospital. In 2007, GSA sold 15 acres to the City of Lakewood for the subsequent sale of the land to RTD for construction of the light rail and bus intermodal facility, and 50 acres to the City of Lakewood for the subsequent sale of the land to St. Anthony Hospital.

Property Information:

The property is vacant land with roadways and light rail easements established and present. There is a soil cap on the northwestern corner of the sale property, which is about 15.3 acres. Development activities will be regulated by the Colorado Department of Public Health and Environment. The southern portion of the property also contains a steam line/vault from an obsolete steam plant that last operated in 1982.

The DFC was annexed into the City of Lakewood in 2007, as part of the 65-acre land sale between GSA and the City of Lakewood. In August 2008, the City of Lakewood adopted The "Federal Center Comprehensive Plan Amendment," which incorporated GSA's Final Master Site Plan for the DFC, into the overall Comprehensive Plan for the City.

The Parcel is zoned Mixed-Use Core Transit (M-C-T). The M-C-T district is intended to provide opportunities for higher density mixed-use development in areas adjacent to light rail stations.

Site Access/Transportation:

Highway 6 is a major state highway and runs east-west immediately north of the property, with the Union Boulevard Interchange just west of the site. 4th Avenue/North Avenue and 2nd Place/Center Avenue provide access into the DFC from the western side of the campus, with 4th Avenue/North Avenue providing direct access to the Sale Parcel. Public transportation by RTD light rail or bus provides easy access to the RTD West Corridor intermodal station, just south of the property.

MARKETING PLAN

Executive Summary

This marketing plan lays out a strategy for capturing the attention of interested parties and directing those entities to www.realestatesales.gov. Part of communicating this opportunity will be connecting with local stakeholders, potential investors, the local Denver metro market area, and the appropriate media outlets. The consistent message delivered to the media also will be present in website advertisements, social media messages, and print/online journals.

Target Market

- National Developers & Investors
- Denver Metro Market Area
- Surrounding community/neighbors
- DFC tenants

Goals

- Direct interested parties to www.realestatesales.gov and www.gsa.gov/FederalCenterStation as dedicated websites for publicly published project details.
- Direct interested parties to Will Morgan, Realty Specialist and Contracting Officer for ANY and ALL questions relating to the sale of this property. If Will is not available, direct to the Real Property Utilization and Disposal Division (7PZ) at 817-978-2331. Sale/purchase contract and auction marketing questions should only be answered by 7PZ personnel.
- Promote Industry Forum on dates to be determined.
- Distribute press release and gain media coverage in multiple outlets for increased visibility.
- Keep key stakeholders and project team engaged and promoting the project via their communication channels.
- Develop social media schedule to promote sale of property and inform interested parties.

Key Messages

- “The mission of GSA is to deliver the best value in real estate, acquisition, and technology services to government and the American people.”
- GSA has determined that this parcel on the Denver Federal Center no longer meets the need of the Government.
- This decision aligns with GSA's ongoing efforts to make more efficient use of its real estate assets, thereby saving taxpayer dollars and creating economic development opportunities.
- Selling this 59 acre parcel supports the 20-year plan to work as a partner with the city of Lakewood to offer transit oriented development to the area.
- Our goal is to ensure the development of this land meets the needs of Federal tenants and the larger community.
- GSA has completed all steps in the disposal process and is now prepared for a public auction.
- We anticipate the sale of the land to be completed in early July, but the disposal process takes approximately 1 year.
- GSA had been working on a land exchange in order to provide a new laboratory/office facility for the Department of the Interior, U.S. Geological Survey (USGS) and the Department of Agriculture, U.S. Food and Drug Administration (FDA). GSA has since determined the exchange approach would not be financially viable. GSA is concurrently working with USGS and FDA to explore other options to meet their facility needs.

- *In Fiscal Year 2016, GSA partnered with agencies to dispose of 134 assets government wide and generated \$28.84 million in proceeds. (Is this needed anymore?)(maybe update to current 2018 numbers)*

**GSA Region 8
PAO Response to Query**

Background (Not for attribution): The initial lawsuit filed by the Colorado Coalition for the Homeless alleging the Government's failure to comply with the McKinney-Vento Homeless Assistance Act was dismissed, without prejudice when HUD reversed its earlier determination that the property was unsuitable for use by homeless services providers. At this time, three homeless organizations have filed expressions of interest with HHS. Oversimplifying it, interested homeless services providers must file detailed applications with HHS which will be

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- **PA Posture/Lead:** PASSIVE, Response to Query.

(b)(5)



- **Talking Points:**

- GSA has determined that this parcel of land on the Denver Federal Center no longer meets the needs of the Government .
- This decision aligns with GSA's ongoing efforts to make more efficient use of its real estate assets, thereby saving taxpayer dollars and creating economic development opportunities.
- The mission of GSA is to deliver the best value in real estate, acquisition, and technology services to the government and the American people.

- **Questions and Answers:**

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Point of Contact: richard.stebbins@gsa.gov or 303-513-1166

Communication Plan for Moss

Interim Planning Meeting: 12.17.21

- Good story: this is the first GSA project that won't have an adverse effect on the historic components of the building.
- Other story: talk about recent earthquakes and damages to Moss and how improvements will ensure the building withstands future natural disasters.
- Andrea Collins should be part of team
- Historic Exchange District - it's the oldest structure in the district
- 50% less energy
- Seismic upgrade
- LEED Gold
- Planning on April - biweekly meetings
- Project specific logo - calling cards for projects
- \$120M range Project
- Not all is dedicated to the project
- Some is for swing space
- Value of construction around \$96M
- Building is already on-board
- Several agencies going into building
- Largest is bankruptcy courts (SF)
- *USCIS follows by number of personnel - new to building
- US Marshals
- BOR
- NPS
- Defense Contract Audit Agency
- International Trade
- HHS (is on fence)
- Allowance 7K for ground breaking
- 14K total for groundbreaking and dedication
- In contact with city for Section 106 process

Email from Erin Holcombe:

Brenda and Rich,

I would like to set up a preliminary meeting with you both as we begin planning the Groundbreaking Ceremony for the Frank E Moss US Courthouse Seismic Modernization Project. The design of the project will be wrapping up in March and major construction activities starting shortly thereafter. (Some work will be done in early packages.) Jason and I would like to target an April 2022 timeline in the hopes of an outdoor, in-person event in SLC. Please let me know if any of these dates work for you to begin this planning process.

Invite copy:

You are cordially invited to the Frank E, Moss U.S. Courthouse event Friday, April 22, 2022 in the historic lobby.

350 S Main Street
Salt Lake City, UT 84101

Please come join us as we celebrate the legacy of the Frank E. Moss Courthouse and prepare to embark on the restoration, modernization, and transformation of this historic treasure

Please register for attendance at <https://www.eventbrite.com/e/frank-e-moss-us-courthouse-wall-breaking-tickets-295395093677> by Friday April 8. Attendance at this event is limited to 50 people based on the current Safer Federal Workforce Taskforce guidance.

Program copy:

[Event Agenda](#)

Master of Ceremonies

Andrew Lenz
General Services Administration

National Anthem

Remarks

Judge Bruce S. Jenkins
U.S. District Court

Judge Kevin R. Anderson
U.S. Bankruptcy Court

David Amott
Preservation Utah

Tim Gaidis
HOK Design

Rob Moore
Big-D Construction
G.W. Emge
General Services Administration

Ceremonial Wall Breaking

Closing remarks

Andrew Lenz
General Services Administration

Social media:

Today starts the \$116M renovation project for the Moss Courthouse. Check out the incredible history of this @SLCgov treasure: <https://go.usa.gov/xuZV4>

GSA is investing in the future of the Moss Courthouse with a \$116M project to modernize and transform this @epasid_jchistoric building for the future. Learn more about the building here: <https://go.usa.gov/xuZV4>

Preserving, restoring and transforming the Moss Courthouse will support federal agencies and advance the economic interests of @epasid_jc for years to come. #historic buildings

Happy Earth Day! Today GSA hosted a ceremony to officially start a renovation project at the

Frank E. Moss Courthouse located in Salt Lake City, UT. The project will focus on seismically stabilizing the building and updating critical building systems while preserving the historic aspects of the oldest building in Salt Lake City's Exchange Place Historic District.

Press release:



PRESS RELEASE

FOR IMMEDIATE RELEASE

April 20, 2022

Contact: Rich Stebbins
richard.stebbins@gsa.gov

\$116M Project For Historic Moss Courthouse Begins

SALT LAKE CITY - The U.S. General Services Administration (GSA) will host a ceremony to officially start a \$116 million renovation project of the Frank E. Moss U.S. Courthouse, **350 S Main Street in Salt Lake City, UT at 10 a.m. MDT on April 22.**

GSA awarded a renovation contract to locally operated Big-D Construction, with HOK Design providing design services, in order to preserve and restore the historic fabric of the building while modernizing and transforming this building into engaging, commercially valuable, and innovative space. Once completed, there will be approximately 12 tenants that will move back into the facility, most notably the U.S. Bankruptcy Court and U.S. Citizenship and Integration Services.

The project will focus on seismically stabilizing the building and updating critical building systems while preserving the historic aspects of the oldest building in Salt Lake City's Exchange Place Historic District.

"We are taking a nearly vacant, underperforming building and making smart investments to improve the work environment for these 12 agencies while keeping the historic aspects that make this building special to the people of Salt Lake City," said Public Buildings Service Regional Commissioner Tanisha Harrison.

Speaking at this event are:

- David Amott, Executive Director for Preservation Utah
- Tim Gaidis, Senior Project Designer, HOK design firm
- Chief Judge Joel Marker, U.S. Bankruptcy Court, District of Utah
- Rob Moore, Executive Chairman, Big-D Construction
- G.W. Emge, Deputy Regional Commissioner for Public Buildings Service, General Administration

This project will move agencies out of twelve leased facilities and into federally-owned space that will save \$4.3 million in lease cost avoidance.

The Moss Courthouse renovations are expected to be completed in 2024 with full tenant occupancy.

###

Media are invited to attend this event, please RSVP with Rich Stebbins at richard.stebbins@gsa.gov or 303-513-1166 by Thurs, April 21 at 5 p.m.

About GSA: GSA provides centralized procurement for the federal government, managing a real estate portfolio of more than 370 million rentable square feet nationwide and overseeing approximately \$68 billion in annual contracts. GSA's mission is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government, in support of the Biden-Harris administration's four priorities of climate; COVID response; economic recovery; and diversity, equity, inclusion and accessibility. The GSA's Rocky Mountain Region provides products and services throughout Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming. For more information, visit <https://www.gsa.gov/r8> and follow us at [Twitter](#)

Internal:

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Louisa Swain Renaming event communications plan

Invite copy:

We Are Changing the Name!

You are cordially invited to attend the renaming ceremony for the Louisa Swain Federal Building, 308 W 21st Street, Cheyenne, WY 82001 on Thursday, October 27 at 1 p.m.

We are formally dedicating the namesake of this building to honor the legacy and pioneering spirit of Louisa Swain.

Learn more about how and why we are changing the name of this Federal Building from Senator Cynthia Lummis, GSA representative Leigh Ann Bunetta and others. Seating is limited to 100 people.



Program Copy:

Front cover

Louisa Swain Federal Building
Renaming Ceremony
October 27, 2022
308 W 21st Street Cheyenne, WY 82001

Inside right

Event Agenda

Master of Ceremonies

David Brackenrich

National Anthem

History of the Federal Building

David Brackenrich

Remarks

Senator Cynthia Lummis

Sponsor of Senate Bill 2126

Mary Mountain
Louisa Swain Foundation

Leigh Ann Bunetta
General Services Administration

Unveiling of the new sign

Handing out of commemorative coins
Cheyenne League of Women Voters

Closing Remarks
David Brackenrich

Inside left



Louisa Ann Gardner was born in Norfolk, VA and lived there until about age 7. After her father was lost at sea, she and her mother then moved to Charleston, South Carolina. Her mother soon died, leaving Louisa orphaned at the age of 10 and placed in the care of the Charleston Orphan House. She was sent to the homes of two different women to learn needlework, spinning, and weaving. She stayed with the last family until 1820, then moved to Baltimore. A year later she married Stephen Swain, they had four children. Louisa and her husband then began moving west, first to Ohio and then Indiana. After one of her son's moved to Wyoming, Swain and her husband followed and settled in Laramie to be close to him.

On September 6, 1870, 70-year-old Louisa Ann Swain, a grandmother with white hair peeking out from beneath her bonnet, stepped up to the ballot box in Laramie, Wyoming and cast her historic vote in the general election. According to Laramie and Cheyenne newspapers, Louisa's vote was cast 30 minutes ahead of Augusta C. Howe, the 27-year-old wife of the U.S. Marshall Church Howe of Cheyenne, Wyoming. Soon after the election, Stephen and Louisa Swain left Laramie and returned to Maryland to live near a daughter. Stephen died October 6, 1872, in Maryland. Louisa died January 25, 1880, in Lutherville, Maryland. She was buried in the Friends Burial Ground on Harford Road in Baltimore.

Back cover
????? (Thoughts)

Public Law 117-120

117th Congress

An Act

To designate the Federal Office Building located at 308 W. 21st Street in Cheyenne, Wyoming, as the "Louisa Swain Federal Office Building", and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. LOUISA SWAIN FEDERAL OFFICE BUILDING.

(a) DESIGNATION.—The Federal Office Building located at 308 W. 21st Street in Cheyenne, Wyoming, shall be known and designated as the "Louisa Swain Federal Office Building".

(b) REFERENCES.—Any reference in a law, map, regulation, document, paper, or other record of the United States to the Federal Office Building referred to in subsection (a) shall be deemed to be a reference to the "Louisa Swain Federal Office Building".

Approved May 10, 2022.

Media strategy

Reach out to local media outlets to inform them of the event but to also detail why we are renaming this building.

Key messages:

- Louisa Swain was the first woman to vote in the U.S.
- Wyoming, when it was a territory, has always been progressive by allowing women to vote in elections and not relinquishing that right in order to join the union as a state.
- Sen. Lummis sponsored the legislature that made it through the house and senate, eventually signed into law by President Joe Biden
- Louisa Swain voted 50 years prior to the passing of the 19th Amendment in 1920 and 20 years prior to Wyoming becoming a state.

Reach out to the following media outlets:

news@kgwn.tv,
editors@trib.com,
_kcwynews@kcwy13.com,
news@wyomingnews.com,
publisher@douglas-budget.com,
kkty@kktyonline.com,
ggeditor@guernseygazette.com,
news@laramieboomerang.com,
(b)(6)@townsquaremedia.com,
@townsquaremedia.com,
news@pinebluffspost.com,
news@rawlinstimes.com,
saratogasun@union-tel.com,
ttnews@torringtontelegram.com,

pceditor@pcrecordtimes.com,
kotanews@kotatv.com,
argusher@iowatelecom.net,
publisher@suntelegraph.com,
news.frcherald@gmail.com,
editor@lakotacountrytimes.com,
athnewsdirector@gmail.com,
scjsnews@gmail.com,
news@hemingfordledger.com,
editor@westernnebraskaobserver.net,
news@starherald.com,
CBS Denver <kcncnews@cbs.com>,
tips@kdvr.com,
newstips@kmgh.com,
denvernewsroom@iheartmedia.com,
news@denvernewshd.com,
breakingnews@coloradoan.com,
citydesk@greeleytribune.com,
info@1310kfka.com,
rhnewsroom@prairiemountainmedia.com,
jason@iheartmedia.com,
news@coloradoan.com,
jmarmaduke@coloradoan.com

Media Advisory

U.S. General Services Administration

FOR IMMEDIATE RELEASE

October 24, 2022

Contact: Richard Stebbins
Email: richard.stebbins@gsa.gov

GSA Hosts Senator for Federal Building Renaming

CHEYENNE, Wyo. — On Thursday, October 27, 2022, the U.S. General Services Administration (GSA) will host a renaming ceremony starting at 1 p.m. for the federal building here at 308 W 21st Street featuring **Senator Cynthia Lummis**. Other speakers include Leigh Ann Bunetta from GSA and Mary Mountain from the Louisa Swain Foundation

The event will highlight the building's name change to the Louisa Swain Federal Office Building. Swain was the first woman in the U.S. to cast her vote in a general election on September 6, 1870 in Laramie, WY. Sen. Lummis sponsored the bill that was made into [law](#) on May 10, 2022 renaming the building.

REQUIRED: Media representatives are invited to attend the event and asked to RSVP with Richard Stebbins, Public Affairs Officer **NLT 3:00 p.m. Tues, October 25** at richard.stebbins@gsa.gov or 303-513-1166.

Attending media should park in the parking lot to the rear of the federal building, the entrance to that lot is off Pioneer Ave, north of 21st Street or at the US Bank parking lot off Carey Ave. south of 21st St.

###

About GSA: GSA provides centralized procurement for the federal government, managing a nationwide real estate portfolio of nearly 370 million rentable square feet and overseeing approximately \$75 billion in annual contracts. GSA's mission is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government, in support of the Biden-Harris administration's priorities. The GSA's Rocky Mountain Region provides products and services throughout Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming. For more information, visit <https://www.gsa.gov/r8> and follow us at [Twitter](#)

Planning document for Sioux Fall Federal Building 125 year celebration

Key participants:

R8 Comms team

R8 Historic Preservation team

South Dakota Field Office reps

Sioux Falls Federal Building staff (Clerk of the Court)

Actions:

- Gather historic photos to put a chronology together
- Coordinate with Congressional leaders to be speakers
 - [Sen. John Thune](#) - Senior Senator
 - [Sen. Mike Rounds](#) - Junior Senator
 - [Rep. Dusty Johnson](#) - Representative for South Dakota's At-Large District
- Coordinate for Color Guard
 - National Guard
 - Veteran Service Organizations
 - Local ROTC
- Design picture wall
 - Pictures in folder

Potential Event list:

MC intro

National Anthem - played by??

MC/Clerk of Court historical perspective of building

Speaker #1 - highest ranking by protocol

Speaker #2 - 2nd highest ranking by protocol

Speaker #3 - 3rd highest ranking by protocol

Speaker #4 - 4th highest ranking by protocol

Build time capsule?

Tour of building

Key messages:

- This building is the oldest federal building in use in Region 8
- The Sioux Falls Courthouse has played a significant role in the history of the state and the region
- The Sioux Falls Courthouse has provided stability and justice to the region
- Attendees can get a sense of the history of the courthouse as well as the judges that served there during a tour of the building



PRESS RELEASE

FOR IMMEDIATE RELEASE

September 16, 2021

Contact: (b)(6)
(b)(6) @sdd.uscourts.gov

U.S. Courthouse Holds 125 Year Celebration

SIOUX FALLS, S.D. - The U.S. District Courts, District of South Dakota will host a celebration honoring 125 years of service for the U.S. Courthouse here at 400 S Phillips Avenue on Friday at 3 p.m.

The event will feature remarks from local and state leaders that will highlight the significance of the federal building's role to the region as well as the judicial importance to the state. Giving remarks are:

- Dr. David Brechtelsbauer from the Minnehaha County Historical Society
- Honorable Roger L. Wollman, Judge, Eighth Circuit Court of Appeals
- Honorable Lawrence L. Piersol, Judge, United States District Court
- F. Richard Lyford, President, Eighth Circuit Historical Society
- Honorable Charles L. Nail, Jr., Chief Judge, United States Bankruptcy Court

The master of ceremonies for the event will be the Honorable Roberto Lange, Chief Judge, United States District Court. The event will also feature the chorus and color guard from American Legion Post #15.

"We are excited to recognize the historic accomplishments and judicial achievements that came from this having a federal court here," said Lange. "The courts have provided stability and justice to this region for a century and a quarter."

The event was originally scheduled for September 17, 2020 but had to be rescheduled until now due to the coronavirus pandemic. The day is significant as it is also Constitution Day.

An open house will follow the ceremony for guests to do a self-guided tour of the building.

###

Veterans Administration Rapid City CBOC Communication Plan

Background of project: In December 2017, the PBS Commissioner initiated a pilot to acquire six Community Based Outpatient Clinics (CBOCs) on behalf of the Department of Veterans Affairs (VA). This pilot represents an expansion of the leasing services already provided to VA by delivering complex healthcare space. PBS will utilize the 2-Phase Design Build Selection Procedures for a new CBOC in Rapid City, South Dakota

(b)(5)



Communication objective: To inform veterans and other stakeholders of the new community-based outpatient clinic (CBOC) in Rapid City.

Key audiences:

- Veteran Service Organizations
 - American Legion
 - Veterans of Foreign Wars
 - AMVETS
 - Paralyzed Veterans of America
 - Blinded Veterans Association
 - Wounded Warrior Project
 - Military Officers Association of America
 - Retired Enlisted Association

- The Military Order of the Purple Heart
- Rapid City Municipal Government
 - Mayor (Mayor Steve Allender - mayorsoffice@rcgov.org)
 - City Council - <https://www.rcgov.org/departments/mayor-s-office-city-council/city-council.html>
 - Darrell.Shoemaker@rcgov.org
 - Rapid City Chamber of Commerce - <https://www.rapidcitychamber.com/>
- Congressional Officials
 - U.S. Rep. Dusty Johnson - <https://dustyjohnson.house.gov/>
 - Sen. John Thune - <https://www.thune.senate.gov/public/>
 - Sen. Mike Rounds - <https://www.rounds.senate.gov/>
- State Officials
 - Governor Kristi Noem - <https://governor.sd.gov/>
 - Lt. Governor Larry Rhoden
 - Adjutant General (Major General Jeffrey P. Marlette) - <https://military.sd.gov/>
 -
- Military
 - Ellsworth Air Force Base - <https://www.ellsworth.af.mil/>
 - South Dakota Army National Guard - <https://sd.ng.mil/Units/ARNG/Pages/default.aspx>
 - South Dakota Civil Air Patrol - <https://sdwg.cap.gov/>
- Media outlets
 - Rapid City Journal - News tips: https://rapidcityjournal.com/forms/contact/submit_a_news_tip/
 - Native Sun News - info@nativesunnews.today (<https://www.nativesunnews.today/contact-us/>)
 - KEVN TV 7 (Fox) - Press releases mail to kotanews@kotatv.com
 - KNBN TV 21 (NBC) - Press releases mail to news@newscenter1.com or <https://www.newscenter1.tv/news-tips/>
 - KOTA TV 3 (ABC) - Press releases mail to kotanews@kotatv.com or <https://www.kotatv.com/page/submit-a-story/>
 - KCLO CBS - Press releases mail to news@keloland.com

Key messages:

- GSA will provide the VA with a high quality medical facility built to address the specific needs and requirements for the more than 7,000 veterans that live in the area.
- The Rapid City Community-Based Outpatient Clinic will be completed in **early 2023** and will be a large facility approximately 40,000 sq ft of space.

- The new Community Based Outpatient Clinic (CBOC) will include a wide range of capabilities such as primary care, mental health, specialty care, women's health, pharmacy care, audiology, laboratory services, and physical therapy.
- The new CBOC features expanded services and double the space than the existing clinic in Rapid City to give Veterans and staff a spacious, efficient, and healing environment for care.
- The new CBOC features more than 300 on-site parking spaces to accommodate patients.

Obstacles to communication: Currently it does not appear that this new Community Based Outpatient Clinic (CBOC) is contested in any way. Politically it is accepted and the veteran population wants to see this completed. [The city is supportive of the development.](#)

Q&A:

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(b)(5)

Timeline and Key Milestones:

Event	Date	Status	Action
Lease Awarded	3-15-21	Completed	Press release - sent out 3-19-21
Post Award Kickoff Meeting - Design begins	3-31-21	Not Started	Press release
Groundbreaking event	7-2-21	In progress	Press release (VA)
Space Accepted/Lease Effective	9-5-22	Not Started	Press release
Occupancy - accepting patients	2-6-23	Not Started	Ribbon cutting



PRESS RELEASE

FOR IMMEDIATE RELEASE

March 19, 2021

Contact: Rich Stebbins
richard.stebbins@gsa.gov

GSA Awards Lease for New Rapid City Community-Based Outpatient Clinic

RAPID CITY, S.D. - The U.S. General Services Administration (GSA) recently awarded a 20-year lease to Dream Design International, Inc. to build a new Community-Based Outpatient Clinic (CBOC) for the U.S. Department of Veterans Affairs (VA) planned to be accepting patients in early 2023.

(b)(5)



###

About GSA: GSA provides centralized procurement for the federal government, managing a real estate portfolio of more than 370 million rentable square feet nationwide and overseeing approximately \$68 billion in annual contracts. GSA's mission is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government, in support of the Biden-Harris administration's four priorities of climate; COVID response; economic recovery; and diversity, equity, inclusion and accessibility. The GSA's Rocky Mountain Region provides products and services throughout Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming. For more information, visit <https://www.gsa.gov/r8> and follow us at [Twitter](#)

Office	Name	Time/Date Approved
R8 Leadership	Tim Horne	TOH 9/26/18
OSC	Pam Dixon	
OCIA	Blaylock	
PBS	MGelber	

Wayne Aspinall Federal Building and U.S. Courthouse 100-year Anniversary Commemoration Communications Plan

Event Timeline October 4, 2018

Media tour of Aspinall Building: 1:00 a.m. to 1:30 p.m.

Start of program: 2:00 p.m.

VIP tours of building: 3:00 p.m. - 3:30 p.m.

Location: Wayne Aspinall Federal Building and U.S. Courthouse, 400 Rood Avenue, Grand Junction, CO 81501

Rollout

Thursday, September 27 - Media Advisory

Thursday, October 4 - News Release

(Background)

Grand Junction's first permanent Federal Building was completed in 1918 providing much needed federal services such as the Post Office and court facilities. The expansion of federal and postal activities necessitated additions to the original building design in 1939 and again in 1965.

In 1972, the building was renamed the Wayne N. Aspinall Building, after a former member of the House of Representatives for Colorado's Fourth District, and subsequently listed in the National Registry of Historic Places in 1980. With American Recovery and Reinvestment Act funding, a 2010 rehabilitation project transformed the building into a net-zero energy facility certified as LEED Platinum.

Confirmed Speakers:

Master of Ceremonies: Katherine Gates, Special Assistant to the GSA R8 Acting Regional Administrator

- Timothy O. Horne, R8 Acting Regional Administrator
- Hon. Gordon Gallagher, Magistrate Judge, District of Colorado

Requested Speakers:

- Senator Cory Gardner, U.S. Senator from Colorado - unavailable, will send rep
- Senator Michael Bennet, U.S. Senator from Colorado - unavailable, will send rep
- Representative Scott Tipton, U.S. Representative for District 4 of Colorado - unavailable, will send rep

- Potential speakers for the time capsule portion include representatives from the following organizations:
 - Federal Bureau of Investigation - building tenant
 - Internal Revenue Service - building tenant
 - U.S. Army Corps of Engineers, Sacramento District - building tenant
 - 21st Judicial District Court - building tenant
 - U.S. Marshals Service - building tenant
 - GSA Region 8
 - Grand Junction City Council/City Manager
 - Grand Junction Chamber of Commerce
 - Mesa County Commissioners
 - Mesa County Historical Society

Press Plan

Media advisory and news release to targeted regional media and contacts for Colorado. Additionally, will host a media tour of facilities prior to event to highlight sustainable energy technologies incorporated into the building that is also on the National Historic Registry.

Top Message

- The Wayne Aspinall Federal Building played a significant role in offering accessible federal services to Grand Junction and Mesa County for over a century.
- The Wayne Aspinall Federal Building is the first building on the National Register of Historic Places to be site Net-Zero, making it one of the crown jewels within the GSA inventory. This is a true accomplishment for the federal government. The building achieved certified LEED Platinum status, the highest level attainable in the LEED rating system, in 2013.
- Net-zero means that the building produces as much energy on-site as it consumes over the course of one year.
- The success of the modernization of the Wayne N. Aspinall Federal Building & US Courthouse represents our responsibility to our environment and our commitment to excellence.



September 27, 2018

Media Advisory

Richard Stebbins, richard.stebbins@gsa.gov

Grand Junction Federal Building Celebrates 100-year Anniversary

GRAND JUNCTION, Colo. -- The U.S. General Services Administration (GSA) will host a commemoration ceremony celebrating the 100th anniversary of the Wayne Aspinall Federal Building and U.S. Courthouse here on October 4, 2018 at 2 p.m.

WHAT: Centennial anniversary for the Wayne Aspinall Federal Building and U.S. Courthouse.

WHEN: Thursday, October 4, 2018

- 1:00 p.m. Media tour of facility (30-45 minutes)
- 2:00 p.m. Formal ceremony recognizing 100 years and the future of the building
- 3:00 p.m. Tours for select VIPs starting in main lobby area

WHERE: Courtroom, Wayne Aspinall Federal Building and U.S. Courthouse, 400 Rood Avenue, Grand Junction, Colorado 81051

WHO: Tim Horne, GSA acting regional administrator and regional commissioner for GSA's Public Buildings Service, Rocky Mountain Region (R8).
Magistrate Judge Gordon Gallagher, U.S. District of Colorado

GSA Acting Regional Administrator Tim Horne and Magistrate Judge Gordon Gallagher for the U.S. District of Colorado will keynote the event. The ceremony will also involve building tenants and local elected officials to highlight the importance of this facility to the local community and GSA's federal building portfolio.

Credentialed media representatives wishing to attend must RSVP no later than noon on *October 2, 2018* to Richard Stebbins at richard.stebbins@gsa.gov. Media should arrive at the event registration no later than 12:30 p.m. in order to participate in the 1:00 p.m. media tour of the building. **NOTE:** all attending media representatives must have a valid driver's license to get through the screening process. Please allow up to an extra 30 minutes for screening.

Join the conversation @USGSA @US_GSAR8 #GSAPBS @GrandJunctionCo
#historicgrandjunction #downtowngrandjunction #historicbuildings

###



News Release

October 4, 2018

Richard Stebbins richard.stebbins@gsa.gov

Centennial Celebration for Grand Junction Federal Building

First Federal Building on Colorado's Western Slope Reaches Major Milestone

GRAND JUNCTION, Colo.-- The U.S. General Services Administration (GSA) Rocky Mountain Region hosted a commemoration for the Wayne Aspinall Federal Building and U.S. Courthouse on October 4 to celebrate the building's 100-year anniversary.

GSA Acting Regional Administrator Timothy O. Horne and Magistrate Judge Gordon Gallagher from the U.S. District Court of Colorado, spoke at the event that also included the opening of the original time capsule placed in 1918, assembling a new time capsule with items representing the building tenants and local community, and unveiling a new plaque that will be posted to the building as part of Grand Junction's Historic Downtown Walking Tour.

"We are proud of this building's rich history and recognize that it is an integral part of this community," said Horne. "The evolution of this building has not only kept up with the changing times but with the needs of the people it supports as well."

The Aspinall Building, originally just known as the U.S. Post Office, was Grand Junction's first permanent federal presence providing much needed activities such as postal services and court facilities. The expansion of federal and postal activities necessitated additions to the original building design in 1939 and again in 1965.

The building was officially renamed the Wayne N. Aspinall Building, after a former member of the House of Representatives for Colorado's Fourth District, in 1973 and subsequently listed in the National Registry of Historic Places in 1980.

A rehabilitation project in 2010, using American Recovery and Reinvestment Act funding, transformed the facility into the first building on the National Register of Historic Places to achieve net-zero status. Net-zero means that the building will produce as much energy on-site as it consumes over the course of one year.

"The modernization of the Wayne Aspinall Federal Building and U.S. Courthouse makes this facility one of the crown jewels within GSA," said Horne. "This building has not only provided essential services to this great community for more than 100 years but it is also now a model of energy efficiency and sustainability."

For more information about the Wayne Aspinall Federal Building and U.S. Courthouse visit www.gsa.gov/historic-buildings/wayne-aspinall-federal-building-and-us-courthouse-grand-junction-co.

Join the conversation @USGSA @US_GSAR8 #GSAPBS @GrandJunctionCo #historicgrandjunction #downtowngrandjunction #historicbuildings

###

U.S. General Services Administration

The mission of GSA is to deliver value and savings in real estate, acquisition, technology, and other mission-support services across government.

Social Media

On the day of the event, we will post information related to the event and key links to direct viewers back to Region 8 websites as well as use hashtags that are pertinent to GSA and Grand Junction.

Region 8 will coordinate with the Office of Strategic Communication to retweet and share social media posts to amplify communication efforts

Facebook

Day of event: The Wayne Aspinall Federal Building and U.S. Courthouse #GSAPBS in Grand Junction, CO celebrates 100 years today! We thank our local community partners for helping make this day special opening the original time capsule and building one to be opened at the 200-year celebration #historicgrandjunction. For more information about the Aspinall Building, go to <http://bit.ly/2MugEZy>.

Day after event: Bridging the past to the future! The Wayne Aspinall Federal Building and U.S. Courthouse is the first building to be on the National Register of Historic Places and a net-zero facility. #FedBldgFridays

Tweets

Day of event: The Wayne Aspinall Federal Building and U.S. Courthouse held its centennial celebration today with help from federal and local community partners <http://bit.ly/2MugEZY>
#GSAPBS #historicgrandjunction #historicbuildings

Day after event: Bridging the past to the future! The Wayne Aspinall Federal Building and U.S. Courthouse is the first building to be on the National Register of Historic Places and a net-zero facility. #FedBldgFridays

Join the conversation @USGSA @US_GSAR8 #GSAPBS @GrandJunctionCo #historicgrandjunction #downtowngrandjunction #historicbuildings

Snapshot:

Location

400 Rood Avenue
Grand Junction, CO 81501
Facility Size

Primary Tenants

Federal Bureau of Investigation
Internal Revenue Service
U.S. Courts

~ 41, 562 total square feet

U.S. Army Corps of Engineers
U.S. Marshal Service
U.S. Attorney's Office
Office for Senator Cory Gardner
GSA

Modernization Project Cost

Approximately \$15 Million (Completed January 2013)

Key Project Goals

- Designed to be GSA's first site net-zero energy building on National Register of Historic Places; targeted LEED® Platinum
- Aims to achieve federal government requirement for net-zero and energy independence by 2030 — twenty years ahead of the goal
- Turns a 1918 building into a net producer of energy
- Site net-zero energy strategies including energy-saving geothermal heating and cooling system and solar panel array
- Balances modernization and new technologies with historic preservation

Building History

The Aspinall Building, originally known as the U.S. Post Office, was Grand Junction's first permanent federal presence providing much needed activities such as postal services and court facilities. The expansion of federal and postal activities necessitated additions to the original building design in 1939 and again in 1965.

The building was officially renamed the Wayne N. Aspinall Building, after a former member of the House of Representatives for Colorado's Fourth District, in 1973 and subsequently listed in the National Registry of Historic Places in 1980.

A rehabilitation project in 2010, using American Recovery and Reinvestment Act funding, transformed the facility into the first building on the National Register of Historic Places to achieve net-zero status. Net-zero means that the building will produce as much energy on-site as it consumes over the course of one year.

Energy & Sustainability Features

- Low flow fixtures
- Low impact landscaping
- 32-well Geothermal system
- Variable refrigerant flow (VRF) for the HVAC
- High-efficient lighting system
- Advanced metering and building controls
- Photovoltaic solar panels

Overall Project Objectives:

a. Reuse of the existing building conserves resources and reduces waste generated through demolition. Outdated mechanical and electrical systems were replaced with highly efficient technology while maintaining the historic shell and its significant embodied energy.

- b. 385 photovoltaic roof panels convert solar energy into 123 kw usable electricity to generate power for the building on site.
- c. 32 GeoExchange wells 475 foot deep allow the building to reject or absorb heat to the ground, depending on season, for heating and cooling demand.
- d. A high-efficiency HVAC system tied to the GeoExchange system filters and conditions air for comfortable cooling and heating year-round.
- e. Spray foam insulation provides additional thermal resistance of R-10 to the thick masonry walls and reduces overall building energy consumption by 11%.
- f. Rigid roof insulation up to 10" thick with an average thermal resistance of R-35, reduces heat loss and heat gain, and allows for the downsizing of heating and cooling equipment.
- g. A white colored roof membrane reduces solar gain and air-conditioning loads, as well as potential urban heat island effects.
- h. In an approach sensitive to the historic wood windows, new storm panels with high-performance UV control film reduce heat transfer by a factor of two and control solar heat gain.
- i. LED light sources reduce energy consumption, cooling load, and maintenance, and contain no mercury, a source of toxic pollution when disposed.
- j. Workstations have proximity to windows for natural daylighting. Lighting fixtures on the perimeter are on a separate zone, and electric lighting automatically dims or shuts-off to reduce energy consumption.
- k. Low-flow EPA WaterSense rated plumbing fixtures reduce water use by approximately 40% less than a typical building.
- l. Wireless controls for lighting and HVAC, including solar powered devices, reduce the impact to the historic building, and avoid conventional copper wiring.
- m. Several parking spaces designated for fuel-efficient vehicles and a bicycle rack encourage alternative modes of transportation that reduce fuel use.

Q and A's:

What was the cost to modernize this facility and what money was used for that? GSA received \$15M in America Recovery and Reinvestment Act funds to modernize the entire building. The GSA's goal for the modernization of the building is to not only preserve this anchor in the Grand Junction community, but also to convert it into one of the most energy efficient and sustainable historic buildings in the country.

What does net-zero mean?

Net-zero means the total amount of energy used by the building on an annual basis is roughly equal to the amount of renewable energy created on the site using energy efficient technologies. The building's design balances modernization and new technologies with historic preservation.

Was GSA able to preserve the historic features of this building?

This project not only transformed this building into a high performing green building, it provided extensive restoration efforts that brought many of the building's original historic features back to life. For example, when the U.S. Postal Service vacated the building in 1965, GSA discovered that the first floor post office area, elevator lobbies and two main entrances were heavily modified. Through this ARRA project, a number of historic features have been restored. These include restoring the main lobby area to its original grandeur, reopening the historic curved stairwell, uncovering the original wood flooring as well as making much of the original architecture visible.

How many people work in the building?

We cannot go into specific about the number of people who work in the building but there are nine tenant offices in the Wayne Aspinall Federal Building and U.S. Courthouse.

What artifacts were in the original time capsule?

1. Copy of congressional directory, 1916.
2. Copy of Congressman E. Taylor's address.
3. Charter Roll of Chamber of Commerce.
4. List of city officials.
5. List of county officials.
6. Names of post office force of clerks, carriers, etc.
7. Copy of daily newspaper.
8. Coin of 1916.
9. Contractors, officials of the building force, etc.
10. Roster of Masons.
11. Pictures of Grand Junction and Mesa County.
12. Roster of G.A.R. posts.
13. Roster of S.A.R.
14. Names of school board members.

Who are you inviting from the local community?

GSA has extended an invitation to the County Commissioners, city of Grand Junction City Council, the Grand Junction Chamber of Commerce and the Museum of the West. We will be unveiling a plaque that will go on the building that will be part of the Grand Junction Historic Walk. Our community partners are very important to us and play a significant role in the history of this building.

What do you plan to put into the new time capsule?

We want the components of this time capsule to be inclusive of the federal agencies within the building as well as our local community partners. Ideally, the new time capsule that we will construct will include pieces that will be emblematic of the organizations that put them but will also have some historical value when the time capsule is opened in 2118. We are including items provided by the city of Grand Junction, the Chamber of Commerce, the Museum of the West, the County Commissioners as well as the current building tenants.

Is the Wayne Aspinall Association from Colorado Mesa University and Aspinall Building connected?

There is no connection between the Wayne Aspinall Federal Building and U.S. Courthouse and the Wayne Aspinall Foundation at Colorado Mesa University.

Why was the public not invited to this event?

Due to security concerns and space limitations, the event was by invite only.

What will happen to the artifacts recovered from the original time capsule?

The GSA regional historic preservation office, in conjunction with curators from the Museum of the West will inventory the contents of the time capsule to ensure they are properly preserved. The intent is to have those items on display for public viewing in the lower level of the Aspinall Federal Building. This will allow the general public with interest or a family connection access to view these historical items.