**Public Outreach**

**8.17 Infrastructure Report Card – Puerto Rico**

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| **1. Section, Branch** | Puerto Rico |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  | |
| Name | Hector Colon De La Cruz | |
| Phone Number | 7874623724 | |
| Email | hectorcolondelacruz@gmail.com | |
| **4. Project Category** | Public Outreach | |
| **5. Project Description** | The Infrastructure Infographic comes from the local infrastructure report card and contains the same information. The difference is that instead of the public having to read 50+ pages of infrastructure information, the can see it in a 11 x 17 brochure infographic. This infographic contains most of the important information of the report card, but in images, graphics in a “For dummies style. Why? Because its easier to handout 1 11 x 17 information that can visually express the information, than a 50 pages report which takes time to read and analyzed. However, most of the infographic information is a status quo of the infrastructure and the information is very limited, but it directs the reader to see the full information on the Infrastructure Report Card. | |
| **6. The Process**  (What you did, When and How) | I gather my technical experts, discussed the idea and started designing the brochure infographic in Microsoft PowerPoint. After finishing the design in Powerpoint, save as PDF and its ready to print/distribute. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Infrastructure Committee, Report card Chair | |
| **8. Time Frame**  (When Started, When Completed) | 2 months, June and July | |
| **9. Success Factors**  (The Parts that Worked Really Well) | -The Infographic speak for itself: you can visually analyze the information because its simple and fun. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | Not enough space to add all the information, just the most important.  Has to be consistent with the language and content of the Infrastructure Report Card  Some information or infrastructure areas had to be left out because there was not enough space. | |
| **11. Creativity**  (This is something off the wall that we did) | We turned the information in fun graphics that someone with the bare knowledge can understand. | |
| **12. Administration**  (What was most Important?) | 1. Consistency with the language and content of the Infrastructure Report Card. 2. Having a clear information, not complicated and easy to read without overwhelming the reader | |
| **13. Follow-Up**  (What was most important?) | Fast tracking key information to the reader, saving time and creating more exposure (the easier and shorter the information, the more people it gets to) | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Get it approved by the staff that approves the Infrastructure Report Card. | |
| **15. Cautions**  (What you should NEVER do with this project?) | Being misleading, not having the correct information, and not being approved by the staff that approves the Infrastructure Report Card. | |
| **16. The Outcome** | ASCE PR President appeared in a very important TV Show, Jugando Pelota Dura (its prime-time TV) and the TV show broadcasted the infographic. Meaning that in 5 minutes, the host could explain most of the infrastructure current conditions and used the remaining time for a Q&A with the experts on what to do.  Great back up tool for the infrastructure report card | |
| **17. Ongoing Activity**  (Would you do it again?) | Yes, for the Next Puerto Rico Infrastructure Report Card | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) | Hector Colon De La Cruz | |
| Name | Same as previously mentioned | |
| Address | Same as previously mentioned | |
| Phone Number | Same as previously mentioned | |
| Email | Same as previously mentioned | |
| **19. Additional Comments** |  | |



