

thinking people.

**Seventh Annual
Spring Transportation Symposium
Constructing and Managing It**

**Save Time and Money with
Public Information**

April 3, 2009



Communication = Money Saved??????

- If implemented correctly from Day 1, communication can keep your project
 - On schedule
 - On budget
- Costly if ignored



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Good Jobs Gone Bad

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Fiber-Optic Upset: Santa Barbara, CA

*“A cow probably
stepped on it.”*

What went wrong:

- All stakeholders not addressed
- Lack of message preparation
- Circumstances beyond our control
 - Past local environmental problems

Results:

- 6 month work shutdown
- Delay of project completion
- Cost: \$7 million+
- Reputation: damaged client's credibility

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Good Jobs Gone Good



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T-REX

- 93% Public Approval Rating (commuters)
- 85% Public Approval Rating (residents)



Open for Business

The Evans off-ramp from southbound I-25 and the Evans on-ramp to northbound I-25 might currently be closed for T-REX construction, but the local businesses on East Evans Avenue between Colorado Boulevard and Monaco Parkway are still open.

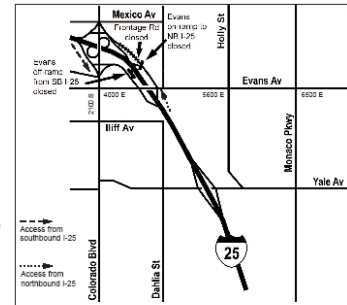
While these ramp closures are necessary to build the retaining and sound walls and to bore beneath Evans Avenue on the west side for the light rail tunnel, the new Evans Avenue Bridge is being constructed in phases to keep the important arterial street open.

Use this map to help navigate your way around these ramp closures to access any of the businesses listed below.

Access from southbound I-25:
Southbound I-25 motorists should exit onto southbound Colorado Boulevard and proceed one block south to Evans Avenue and turn left to reach these businesses.

Access from northbound I-25:
The Evans Avenue off-ramp from northbound I-25 remains open.

Getting back on northbound I-25:
Motorists should use Colorado Boulevard to get back onto northbound I-25.



East Evans Avenue Businesses

- | | |
|---|---|
| 4000 block of East Evans
Dead Beat Club
Safeite
Checker Auto Parts (2162 S. Colorado Blvd.) | Neptun Deli
Carquest Auto Parts (2115 S. Birch) |
| 4100 block of East Evans
America Presents Boxing
Insurance Super Store
Jerusalem Market
Wok USA
Zip Rentz
Bill's Clips & Collars (2100 S. Albion) | 4400 block of East Evans
Schaeffer's Ultimate Bride
Freeway Ford |
| 4200 block of East Evans
Texaco Express Lube
eCircle | 4500 block of East Evans
Cameron Motel |
| 4300 block of East Evans
Discount Muffler & Brake
Martinez Brothers Ti Kwan Do | 4600 block of East Evans
Sherwin Williams |
| | 4700 block of East Evans
Auto Trim Specialists
Evans Liquors
Heartbreak Saloon II
Rockie's Inn (I-25 & Evans) |
| | 5000 block of East Evans
Public Storage |

(303) 786-TREX (8739) • www.trexproject.com

For traffic updates, tune to 530 AM (statewide) or 870 AM (in Denver)
To schedule a T-REX presentation at your next meeting, call: 303-357-8600



What went right:

- 100% support from project leadership
- Aligned communication plan to project goals
 - #1 Goal: Minimize inconvenience to the public
- Comprehensive plan, adequate staff
 - 13 PI staff; individual program plans
- Strong media relationships
 - Constant presence

Results:

- Project on-time, on-budget
- 93% public approval rating
- Fair media coverage; “Top 5” news story for 3 years
- Positive feedback from client/local and national officials
- Positive project team reputation remained intact

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**Communication that Saves:
Thought-Out, Planned-Out
and Well-Managed**



COMMUNICATION
INFRASTRUCTURE
GROUP

The Right People

- Staff appropriately
- Cutting corners = more cost
- Hire professionals with solid reputations
 - Ability to balance big picture with infinite details



The Right Specs

- Communication expertise on RFP
 - Translates into caliber of performance

It's All About Who You Know

- Identify audiences early and often and work them all
 - Vocal minority vs. silent majority
 - Remember to take care of your upside!
 - Key communicators
 - Sphere of influence
 - Create, nurture and support advocates

The Inside Job

- Internal communication and top-down support key
- Communication team must include person at project senior management level; decision-making ability

Take the Reins

- Total internal control of communication program a must
 - Solid team-building with consultants
 - Beware (and befriend) the activist!
 - Must be willing to make changes if team not coordinated

When Issues Arise

- Prioritize efforts and process for responses and decision-making
 - Bottom-Up escalation
 - Don't deviate
- Consistent messaging is KEY
- Internal/external coordination
- Lose the battle, Win the war!

Communication Stands Alone

- Treat communications as its own independent and integrated discipline
- There is no “formula” for success, it depends 100 percent on the specific project/environment:

I-15 Project

- Firm schedule dictated strategy



INTERSTATE 15 RECONSTRUCTION
PLAN ON IT!

HELP KEEP THE I-15 WORKZONE A SAFE ZONE!

NORTH-SOUTH ALTERNATE ROUTES:

- INTERSTATE 215
- STATE STREET
- 500 EAST
- REDWOOD ROAD
- BANGORWAY HIGHWAY

Obey the speed limit, stay parked right, and watch for pedestrians.

DRIVE FRIENDLY

TIPS FOR DRIVING IN THE I-15 WORKZONE

- The interchanges, overpasses and ramps are under construction. There are the potential for lane closures, detours and delays.
- There are some areas. The speed limit on the I-15 will be 55 mph in some areas. The speed limit on I-215 will be 45 mph. The posted speed limit applies to city streets and on detours in other areas.
- Always wear your seat belt. Buckle up! It's the best way to stay safe in the I-15 workzone.
- If you're in an emergency, please call 911. If you're in an emergency, please call 911. If you're in an emergency, please call 911.

Applying these tips to your driving will help keep the I-15 workzone safe.

MARCH, 2018

1-888-INFO-I-15 (1-888-463-6455) WEB: WWW.I-15.COM

Utah DOT

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T-REX

- #1 Project Goal: Minimize inconvenience to public



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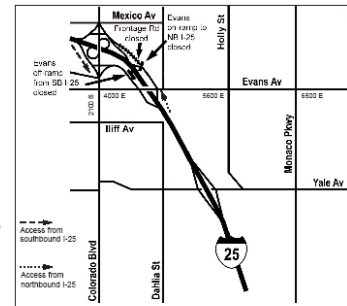
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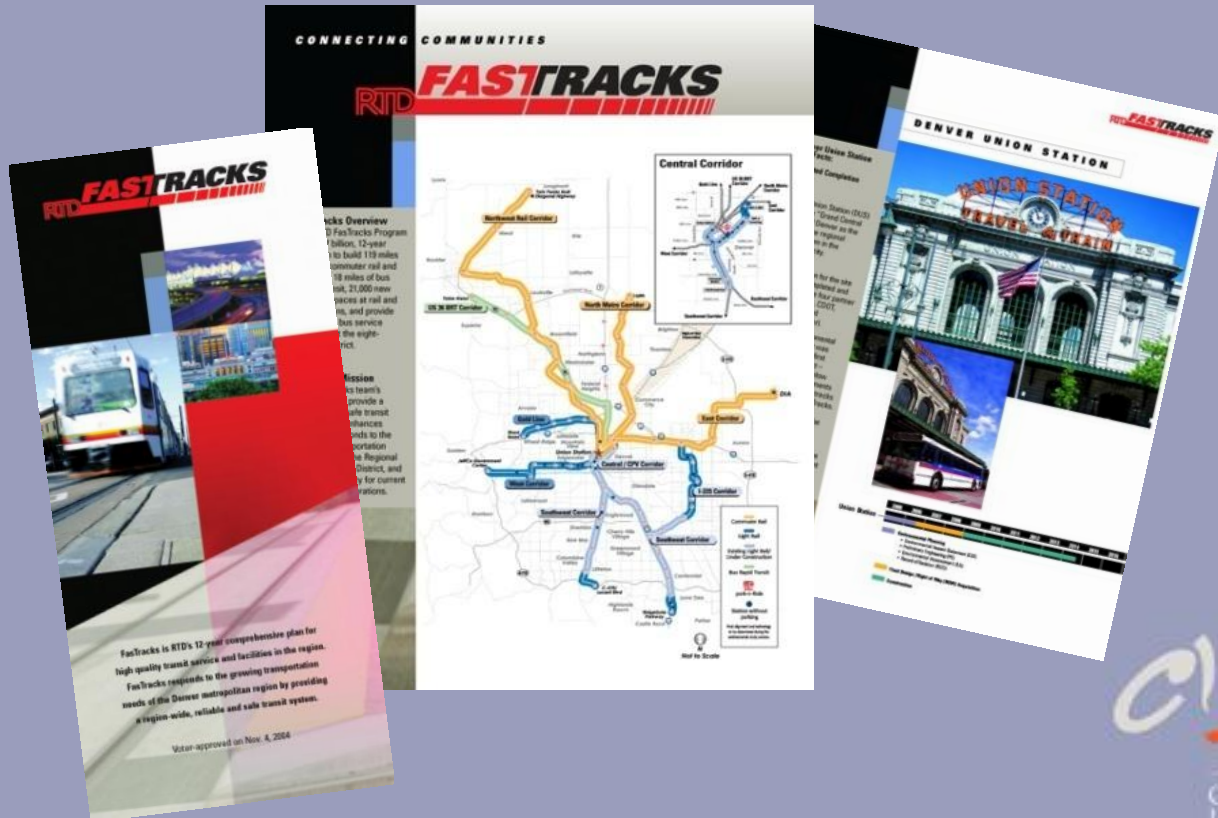
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FasTracks

- A whole new story...
 - Unprecedented regional coordination



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Questions?

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