#KnowBeforeYouGo
Keeping the Public and Local Stakeholders Informed of Work Zone Traffic Impacts through Active Communications

June 27, 2018

Texas A&M Transportation Institute

Texas A&M Transportation Institute

Common Challenges

Fear the orange barrel

Texas A&M Transportation Institute

Common Challenges

Reliance on GPS as truth in the work zone

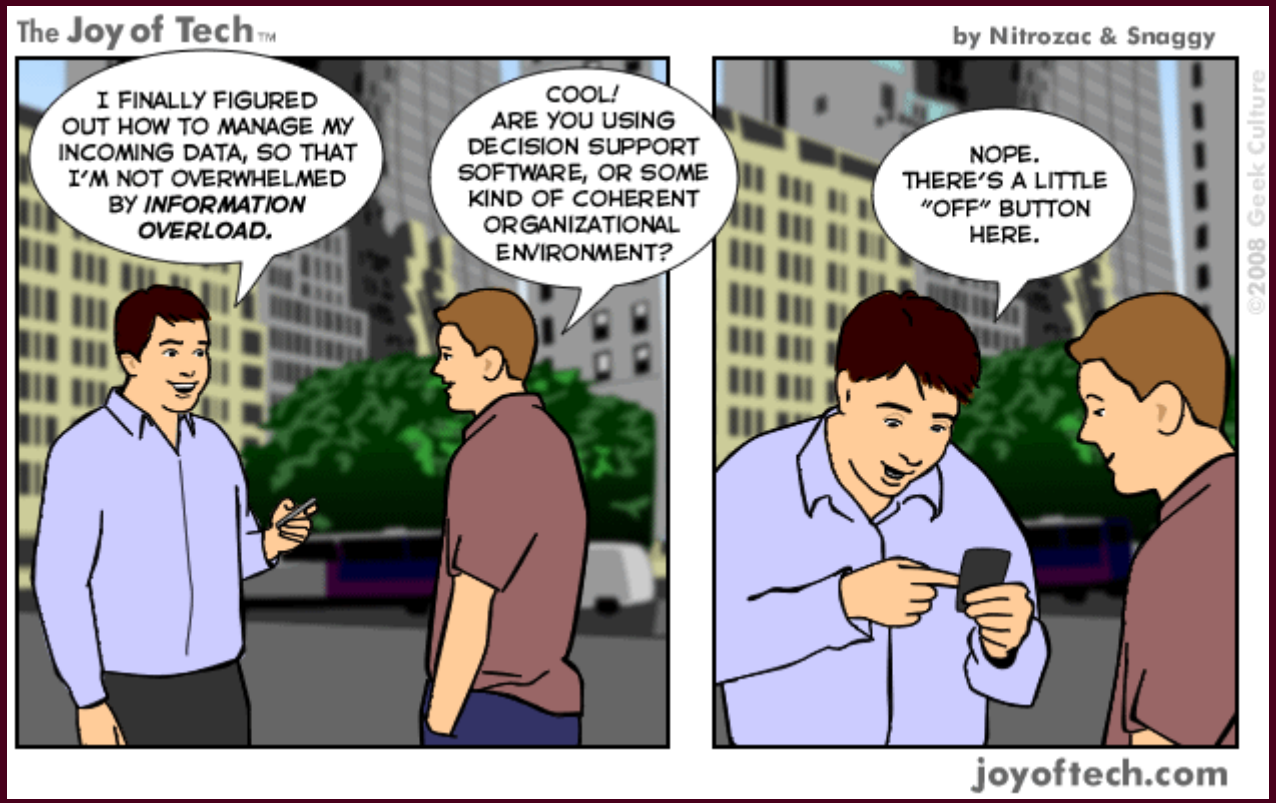
8. Veering into a sand pit

GPS often can't account for changes, like construction. But that's why drivers have eyes and, ideally, wits. Unfortunately, one or the other was missing from a German couple driving around Hamburg one night in 2006. The 80-year-old driver was so dedicated to his navigation's know-how that he ignored a highway's initial "closed for construction" sign, as well as several successive barricades, until he plowed right into a sand pit. Luckily, the motorists escaped uninjured, though their egos were likely bruised.

"8 drivers who blindly followed their GPS into disaster", *The Week*, May 7, 2013

Common Challenges

Reaching motorists in a saturated media market



Texas A&M Transportation Institute

Use Traditional Methods: Print

- News Releases
  - Traditional print
  - Traditional Radio/ Local TV
- Newsletters and project trackers

INTERSTATE 35W
TxDOT PROJECT TRACKER

FORT WORTH DISTRICT

"Through collaboration and leadership, we deliver a safe, reliable, and integrated transportation system that enables the movement of people and goods."

OVERVIEW

The Interstate 35W improvement project spans 18 miles in Fort Worth and includes a section that is currently ranked number 23 on the state's most congested roadway list. Plans to reduce the congestion by doubling capacity include interim projects to reconstruct the existing lanes and add TEXpress Lanes in each direction.

The project will be built in segments. The NTE Mobility Partners Segments 3, LLC (NTEMP3) will construct Segment 3A from north of I-30 to north of I-820 including the I-35W/820 interchange. The Texas Department of Transportation (TxDOT) is constructing Segment 3B, from north of I-820 to US 81/287. Segment 3C, from US 81/287 to Eagle Parkway, is estimated to begin construction in 2018. I-35W currently carries 102,000 vehicles daily near downtown Fort Worth and 127,000 north of I-820. Approximately 11 percent of the vehicles are trucks.

March 2017 - I-35W construction at 28th Street

PROJECT HISTORY

- **January 29, 2009** – CDA conditionally awarded to NTEMP
- **July 6, 2011** – NTEMP3 and TxDOT completed a Facility Implementation Plan (FIP) for 3A/3B
- **April 24, 2012** – The U.S. Department of Transportation announced that TxDOT has entered the final stage in the process for a $531 million Transportation and Infrastructure Finance and Innovation Act (TIFIA) loan to help construct Segment 3A
- **Sept. 2012** – TxDOT awarded a contract for 3B to Lane Construction
- **March 1, 2013** – A facility agreement between TxDOT and NTEMP3 was signed
- **Sept. 19, 2013** – 3A financial close

PROJECT PROGRESS

THE 3A PORTION: (I-30 to I-820)

- 66% complete
- The on-ramp to northbound I-35W from Northside Drive/Yucca Avenue is closed through the summer.
- Traffic has been shifted on eastbound I-820 at the I-35W/820 interchange.
- Sound wall installation is beginning.

THE 3B PORTION: (I-820 to US 81/287) This segment is substantially complete with all lanes in their final location. Finish work on corridor aesthetics and the TEXpress Lanes will continue and the final layer of pavement will be applied in the spring when higher temperatures will allow.

THE 3C PORTION: (US 81/287 to Eagle Parkway) This project is estimated to begin construction in 2018.

PROJECT FACTS

LENGTH

- Segment 3A (I-35W from N of I-30 to N of I-820 including the I-35W/820 interchange) 6.5 miles
- Segment 3B (I-35W from N of I-820 to US 81/287) 3.6 miles
- Segment 3C (I-35W from US 81/287 to Eagle Parkway) 8 miles

TEXPRESS LANES

- Segments 3A, 3B & 3C: Two SB lanes (3C proposed)
- Max. initial travel cost: 75 cents per mile

COST

- Segment 3A: $1.4 billion
- Segment 3B: $244 million
- Segment 3C: $700 million (proposed)

FUNDING

- Segment 3A: $531 million federal Transportation Infrastructure Finance and Innovation Act (TIFIA) loan; $442 million developer equity; $274 million Private Activity Bonds (PABs); $145 million provided by Metropolitan Planning Organization; $46.5 million interest income
- Segment 3B: $135 million Category 12; $65 million Fund 6

RIGHT OF WAY

- Segment 3A: Complete
- Segment 3B: Complete

CONSTRUCTION DATES

- Segment 3A: Construction start - May 2014; estimated completion - 2018
- Segment 3B: Construction start - April 2013; substantial completion - Dec 2016
- Segment 3C: Estimated construction start- 2018

INTERSTATE 35W • PROJECT TRACKER

SPRING • 2017

0598_030216

Texas A&M Transportation Institute

Use Traditional Methods: Interaction

- Physical public information sessions
  - Business owner task force briefings
  - Hosting open houses
- Physical storefronts
- Public telephone hotlines
- Active participation with local advocacy groups
- Presentations to community groups

Texas A&M Transportation Institute

Use Traditional Methods: Interaction

- Targeted information sessions
  - One-on-one personal meetings with businesses
  - Briefings with first responders
  - City Council briefings
  - School district briefings
  - Chamber of Commerce briefings
  - Traffic management team meetings

Texas A&M Transportation Institute

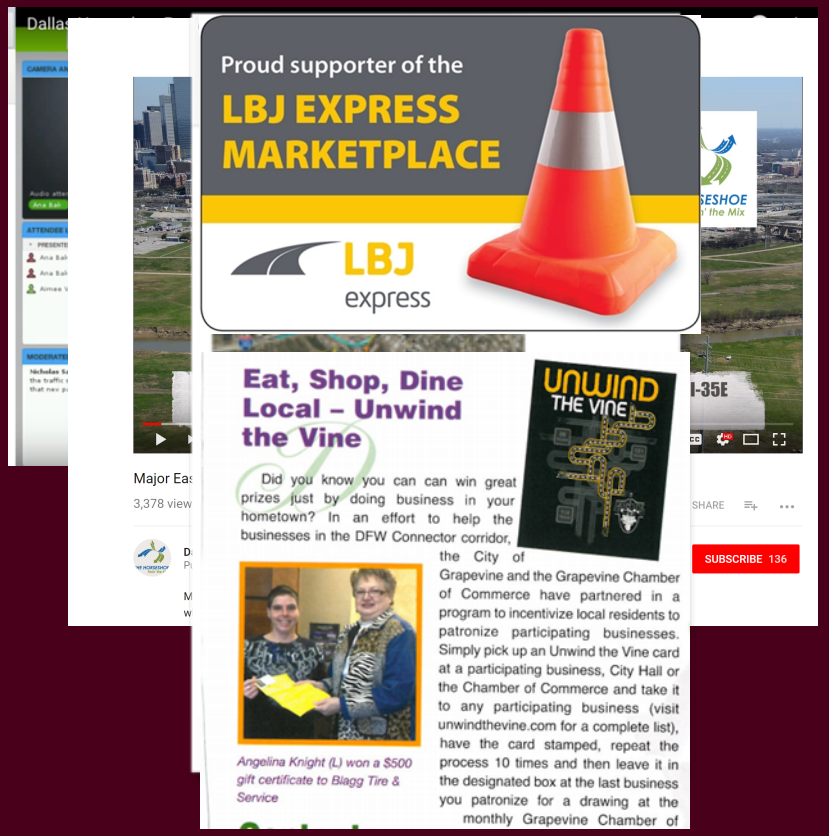
Common Electronic Channels

- State DOT lane closure databases and maps
- Project-specific branded websites
- E-blasts to subscribers
- Specialized maps for local distribution
- Social Media

Texas A&M Transportation Institute

Innovative Channels

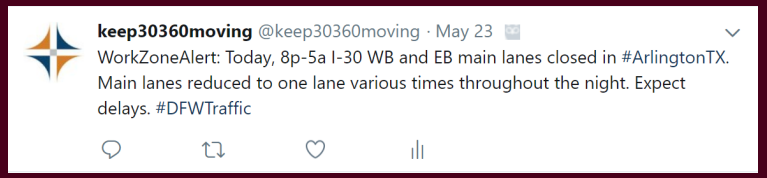
- YouTube channels
- Virtual town halls
- Mobile app
- Text alerts
- Efforts to target business retention
- Participation in community events
- Coordination with Waze



Texas A&M Transportation Institute

Social Media Tips

- Pictures drive eyeballs over plain text
- Hashtag to your consistent local topics e.g., #KnowBeforeYouGo
- @ Your partners to pick up shares/retweets
- Need a content stream to capture viewers before the big need



Texas A&M Transportation Institute

Lessons Learned

- Some general rules apply, but constituents and outreach needs vary by project
- Understand your audience and find channels to get the information to them
- Always adapt
- Integrate safety campaigns into briefings

Texas A&M Transportation Institute