

Project Delivery Academy 2023 - Module 5
Project Advertising and Construction

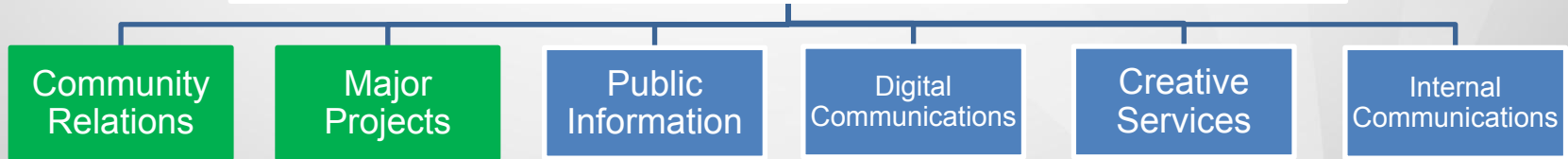
Public Outreach for Construction Projects

May 10, 2023

Daina Mann

ADOT Assistant Communications Director for Community Relations

Communications & Public Involvement



- Community Relations and Major Projects staff provide Public Involvement services
- Public Involvement support projects throughout planning, design and construction

Community Relations

- 16 staff
- Provide public outreach for most projects throughout state
- Community Relations Project Managers in each District
- Northern, Central & Southern Community Relations Supervisors
- Also a Community Relations PM for statewide studies/plans



Major Projects Team

- Separate from Community Relations
- Support ADOT's largest projects
 - I-10 Broadway Curve
 - I-17 Flex Lanes
 - I-10 L202 to SR 387 construction
 - I-11
- Major Projects staff oversee both public outreach & media relations
- Project Design Build Developer teams augment our staff and typically provide direct public outreach



Community Relations Role on Construction Projects

- Serve as **ADOT's primary point of contact** with the community.
- Provide **public notice** of project construction activities, restrictions/closures and other impacts.
- Work with construction teams to **address questions, concerns and issues** from the public & stakeholders.
- Ensure **outreach is conducted in alignment with ADOT's Public Involvement Plan** and **federal requirements**.
- **Convey project progress** and updates.
- **Document** outreach and inquiries.



Preparing for Project Construction Outreach

- **Coordinate with project Resident Engineer & local jurisdiction(s).**
- **Review project plans, scope, specs and schedule** to understand project details.
- Prepare **construction communications plan.**
- Prepare **project stakeholder list.**
- Develop & distribute **construction notice(s).**
- **Hold public meeting** if needed.



Review Project Scope, Specs & Schedule

- Determine project details to communicate with public.
 - Scope of improvements
 - Anticipated start date and construction timeframe
 - Construction days/hours
 - Allowable restrictions/closures
 - Contractor required advance notice of closures
 - Holiday/event moratoriums
 - Driveway, sidewalk, bus stop impacts
 - New/reconstructed walls, lighting, landscaping
 - Replacement of landscaping/irrigation
 - Overnight construction/noise limits/mitigation



Develop Construction Communications Plan

- Identify community characteristics that affect how ADOT will implement outreach for a construction project:
 - Limited English Proficiency – need for translation
 - Safe Harbor Threshold: 5% or 1,000 people in project area
 - Demographics (age, income, ethnicity, etc.)
 - Other factors (internet availability, tribal, etc.)
- Includes list of project stakeholders
- Determine communications methods



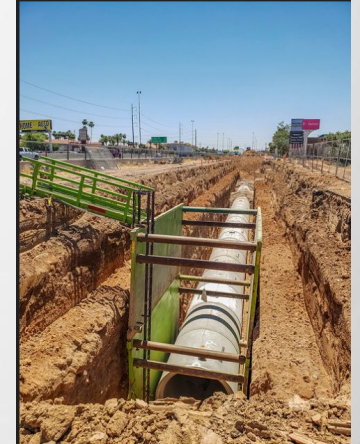
Construction Stakeholder Lists

- Gather community contact information to notify them of construction.
- Impacted businesses/residents, HOAs, schools, hospitals, community centers, etc.
- Add them to our email notification list.

A	B	C	D	E	F
Company/Organization	First name	Last name	Title	Phone	Email
Courtyard by Marriott Phoenix West/Avondale	Ivonne	Caldwell-Saar	General Manager	(623)271-7660	cy.phxsw.gm@marriott.com
Maricopa County Office of Vital Registration	Gabby	Rodriguez		602-506-6439	g.rodriguez-rhodes@maricopa.gov
Arizona Arthritis & Rheumatology Associates, P.C.				(480)443-8400	
Southwest Network Estrella Vista	Debbie	Crenshaw	Manager	(623)932-6950	deborahcr@southwestnetwork.org
UMB Bank	Patrick	Brown	Manager	(602)212-3999	patrick.brown@umb.com
Octo Consulting	Josi	Brown		(602)714-1459	josi.brown@octoconsulting.com
Genoa Healthcare	Jessica	Lemon	Admin	(602)714-7788	jessical@southwestnetwork.org / Tyronicat@southwestnetwork.org
Arizona Vocational Rehabilitation	Megan	Achterhof		(602) 771-6680	machterhof@azdes.gov
Arizona @ Work: Maricopa County West Valley	Lemuel	Carter	Workforce Supervisor	(602)372-4200	Lemuel.Carter@maricopa.gov
Panera Bread				(623)889-6313	cafe1909@panerabread.com
Raising Cane's Chicken Fingers	Andrew	Sario	Manager	(623)936-3000	asario@raisingcanes.com
Gateway Pavillions Shopping Center	Liza	Compuesto	Property Manager, RPAI	480.507.2700	L.Compuesto@kiterealty.com

Community Relations During Construction

- Provide advance notice of construction activities and restrictions
- Touch base regularly with affected businesses, residents
- Be accessible, address issues quickly
- Provide progress updates /photos
- Brief local communities about progress
- Document outreach efforts and issues



Construction Communication Tools

- Websites
- Construction notice mailer
- Construction flyers – hand distributed, emailed
- News releases
- Social media
- Email traffic alerts
- Public meetings
- Project partner communications channels
- Presentations to community organizations & councils
- Paid advertising
- Mobile apps – az511, project-specific apps



Public Meetings

ADOT hosting virtual public meetings on SR 69 widening project

Public can get information on project, ask questions at May 12 meetings

May 5, 2021

PHOENIX – The Arizona Department of Transportation is going to host two virtual public meetings on Wednesday, May 12, to provide information on the upcoming project to widen State Route 69 between Prescott Lake Parkway and Frontier Village in Prescott.

The meetings will be held over Zoom. The first meeting will be at 10:30 a.m. The second will be held at 5 p.m. The public meetings will provide information on the project and take questions and comments from the public. The links to the Zoom meetings can be found online at azdot.gov/SR69frontiervillage.

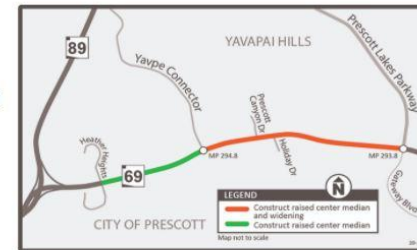
The meetings will be followed by a 30-day public comment period. Members of the public are encouraged to submit comments by June 12 using the following ways:

- By phone at 855-712-8530
- Through the ADOT website at azdot.gov/contact
- By mail at ADOT Communications, 1109 E. Commerce Drive, Prescott, AZ 86305

The project will add one new travel lane in each direction with a raised center median on SR 69 between Prescott Lakes Parkway and Yavpe Connector. A new raised center median will also be constructed from Yavpe Connector to Heather Heights. The purpose of this project is to improve safety and traffic flow.

The project is currently in the final design phase and construction is scheduled to begin in fall of 2022.

For more information, visit azdot.gov/SR69frontiervillage.



Construction Notices

- Send at beginning of project
- For longer-term closure or restrictions

I-10 LED Lighting Conversion 19TH AVENUE TO 16TH STREET



BACKGROUND

Beginning in late January 2021, ADOT will be converting the existing outdated High Pressure Sodium (HPS) fixtures along the I-10 freeway corridor between 19th Avenue and 16th Street to energy-efficient LED fixtures. The light replacement is part of an ongoing effort to modernize the state's highway system and reduce ADOT's energy consumption and maintenance costs. LED fixtures use less energy and have a much longer life than the existing HPS fixtures, which are no longer being manufactured. The lighting being replaced is located within the freeway median, along the outside edge of the freeway and at the interchange ramps.

LIGHTING DETAILS

Because the new LED fixtures provide more illumination, ADOT will be able to eliminate approximately half the existing light fixtures and still provide safe, adequate lighting. The fixtures are the individual lights and housing at the top of light poles.

- ▶ A total of 30 light poles and 90 light fixtures will be removed.
- ▶ At 16th Street, three light poles will be removed, and 25 lighting fixtures will be eliminated.
- ▶ At Seventh Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- ▶ At Seventh Avenue, 15 poles will be removed and 37 lighting fixtures will be eliminated.
- ▶ At 19th Avenue, two poles will be removed and 10 lighting fixtures will be eliminated.

WHAT TO EXPECT

The lights will be replaced in sections beginning in late January through spring 2021.

The first action to be replaced will be the Deck Park Tunnel, located between Third Avenue and Third Street. Replacement of the lighting in the tunnel will require six directional weekend closures of I-10 between the I-17 Stack interchange and I-10/SR 51 interchange. I-10 traffic will be detoured onto I-17 between the I-10/I-17 Stack and the I-17/I-10 Split during the closures.

Light replacement will continue for the remaining two segments, beginning with the segment between the Deck Park Tunnel and 16th Street, followed by the segment from 19th Avenue to the Deck Park Tunnel. Most of these light fixtures can be replaced with minor lane restrictions.

A light analysis has been conducted to determine the light pattern of the new fixtures to minimize light spillover into adjacent properties. If after installation an adjacent residential property owner has a concern about the lighting levels, they can contact ADOT and we will verify whether the lighting levels are within the allowed levels, or whether adjustments need to be made.

MORE INFORMATION

- ▶ Call the ADOT Bilingual Project Information Line at 855.712.8530.
- ▶ Email Daina Mass, ADOT Community Relations at DMass@arizdot.gov.

17 Construction Update

Southbound I-17 frontage road, ramp closures between and Cactus Rd. and Peoria Ave. to begin Sept. 28

Beginning Sept. 28 and continuing through early 2021, the following closures will be in place around the clock for the Interstate 17 Drainage Improvement Project:

- The southbound I-17 off-ramp at Peoria Avenue will be closed.
Detour: Drivers can exit I-17 at Cactus Road and use 35th or 19th avenues to access Peoria Avenue.
- The southbound I-17 on-ramp at Cactus Road will be closed.
Detour: Drivers can use 35th or 19th avenues to Peoria Avenue to access southbound I-17.
- The southbound I-17 frontage road between Cactus Road and Peoria Avenue will be closed.
Detour: Drivers can use 35th and 19th avenues as alternate routes. Local access will be available via 28th Drive.
- Periodic weekend and overnight closures of Cactus Road will also be required. ADOT will provide more details prior to these closures.

The closures are needed to install a new storm drain along the frontage road and connect it to the Arizona Canal Diversion Channel north of Dunlap Avenue.



MORE INFORMATION

Sign Up for Email Alerts

Visit the project website at adot.gov/I17Drainage and click on Subscribe for Updates to receive traffic alerts and other information by email.

ADOT Bilingual Project Information Line 855.712.8530

Online

Learn more about the project at adot.gov/I17Drainage
Question or Comment?

Go to adot.gov/contact and select Projects from the drop-down menu.

ABOUT THE PROJECT

The Interstate 17 Drainage Project will improve the storm water drainage system between Greenway Road and Dunlap Avenue in Phoenix to reduce the potential for flooding at the cross streets. The improvements include constructing a new storm drain system to direct storm water into the Arizona Canal Diversion Channel, new drainage basins at Thunderbird Road, and removing the existing pump stations at the cross streets.

Para recibir esta carta en Español, favor de contactar 855.712.8530

Email Notices

- Traffic Alerts
- Email progress updates

Having trouble viewing this email? <https://content.govdelivery.com/accounts/AZDOT/bulletins/3532bed>

SHARE

Plan for an eastbound I-10 traffic shift to the frontage road between Ina and Ruthrauff roads in Tucson beginning April 12

Mainline I-10 will be reduced to one lane as the traffic shift is implemented

The Arizona Department of Transportation advises drivers to plan for an overnight Interstate 10 eastbound traffic shift to the frontage road in Tucson beginning Wednesday, April 12, as work progresses on the [I-10 Ina to Ruthrauff](#) improvement project.

The traffic shift will remain in effect until **late 2024**.

Motorists can expect:

- Eastbound I-10 traffic to be shifted from mainline I-10 to the frontage road between Ina and Ruthrauff roads beginning at 9 p.m. Wednesday, April 12.
- Speed limits to be reduced to 45 mph while work is occurring.
- A 14-foot vehicle width restriction to be in place.
- Business access to be maintained.

Motorists should plan for delays, proceed through the work zone with caution, slow down and watch for construction personnel and equipment.

For more information and to sign-up for alerts, visit the [project webpage](#).

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SHARE

Watson Road New Diverging Diamond Interchange opens; I-10 restrictions this weekend

The Arizona Department of Transportation's Interstate 10 Improvement Project in Buckeye reached another milestone today, with the reopening of the Watson Road Interchange as a Diverging Diamond Interchange (DDI). The opening occurred one week ahead of schedule. This is the second DDI to be added along I-10 as part of the ongoing widening project between State Route 85 and Verrado Way. The Miller Road interchange reopened in August of last year following reconstruction. The entire I-10 Improvement Project is scheduled for completion this summer.



Drivers should expect periodic restrictions at the Watson Road interchange while minor bridge and slope work progresses.

The screenshot shows the ADOT website interface. At the top, there is a navigation menu with links for About, News, Blog, FAQ, and Fast Facts, along with a 'Subscribe for updates' button. The main header features the ADOT logo and a secondary navigation bar with links for HOME, PROJECTS, BUSINESS, PLANNING, CONTACT US, Traffic Conditions, and Motor Vehicle Division. A prominent sign-up form is overlaid on the page, titled 'Sign up to receive notifications about this project.' It includes an 'Email Address' input field, a 'SUBSCRIBE' button, and options for 'No Thanks' and 'Remind Me Later'. Below the sign-up form, the page title is 'I-10 Reconstruction between Ruthrauff and Ina roads'. An 'Overview' section is visible, starting with the text: 'The Arizona Department of Transportation and the Federal Highway Administration (FHWA) are working to improve safety and traffic flow on I-10 between the Ina Road and Ruthrauff Road interchanges in Tucson. A related Pima County project to extend [Sunset Road between I-10 and River Road](#) will be built at the same time.' A 'Contents' sidebar is also present on the right side of the page.

Social Media



Arizona DOT @ArizonaDOT



Weekend closures of WB SR 24 on-ramp at Ellsworth Rd start Feb. 19! The WB SR 24 on-ramp at Ellsworth is scheduled to be closed from 9 p.m. Fridays to 5 a.m. Mondays on weekends between Feb. 19 and March 29. More: <https://bit.ly/36YdwNZ>

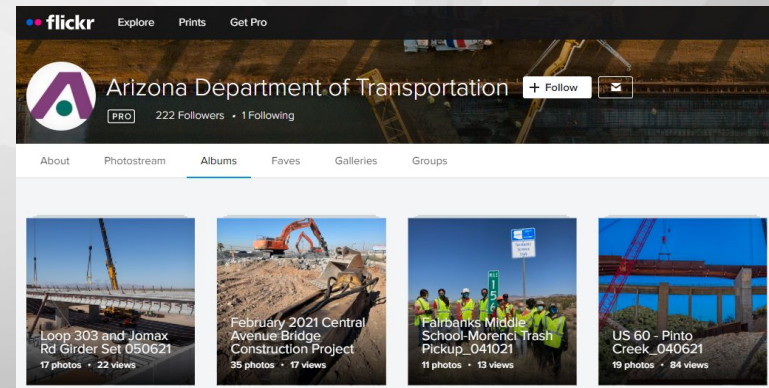
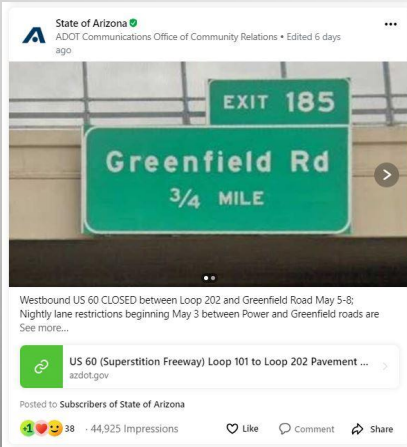
Progress is in the pavement with SR 24 construction project
Crews are building extension of Valley's newest freeway in east Mesa area

April 13, 2021

PHOENIX – A project to add five miles of travel lanes to the Phoenix area's newest freeway is advancing in the southeast Valley with some of State Route 24's concrete pavement already in place.

The Arizona Department of Transportation's \$77 million Gateway Freeway project, which started just four months ago, will add an interim four-lane divided roadway between Ellsworth Road and Ironwood Drive when it is completed by fall 2022.

A stretch of SR 24 is now paved between Meridian Road and Ironwood Drive, near the boundary between Maricopa and Pinal counties. The paving is part of an initial phase to build the future intersection between SR 24 and Ironwood Drive. Current restrictions along Ironwood Drive are scheduled to wrap up by early this summer.



Community Booths



Project Outreach Documentation

- We document notification & outreach during construction for project record
- Includes log of individual inquiries/complaints and responses.

L101 Pima, I-17 to Pima Rd - Open Inquiry Tracking

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John T. emailed - I received your message about the lights shining on your house. The project team is looking at ways to correct this. Once they have a plan, I'll let you know. It likely would involve closing the free

	B	C	D	E	F	G	H	I
1	Topic(s)	Date Received	Date of Response	Stakeholder Name	Email	Phone	Address	Inquiry or Complaint - actual or summary
13	Lights spilling over into residence	10/5/21	10/12/21	Isaac Robinson and Barb Robinson	barb.robinson820@gmail.com	315-382-2272	20223 N 17th Dr. Phoenix, AZ	The highway lights behind my house #2127855250 - 10/5/2021 3:05:14 PM - The highway lights behind my house shine DIRECTLY into my house, which backs up to Frontage Rd. The lights that were installed after the wall was replaced are HIGHER THAN THE WALL! There are TWO of them that light up my WHOLE YARD and SHINE DIRECTLY into my house. I don't even need a nightlight in my west facing bedroom!. PLEASE! Can SOMETHING be done??? There are FOUR lights on EACH pole! Pictures are enclosed.
14	Request for trash pick up, tree trimming (L101 EB frontage road, between 7th Ave and Central)	10/5/21	10/5/21	David Fournier	david.fournier@linear-logic.com	623-203-4449	106 West Wahalla Lane PHOENIX AZ	Trash/ Debris Beardsley Frontage Road #2127749041 - The Beardsley frontage road from 7th st pass, Central. Have overgrown trees that block our view trying to get on from Central. Very dangerous speeding! Can your contracted maintenance crew please clean up the trees, and trash. I've caught them sleeping in their trucks and not doing a thing. People are dumping what they want because it looks trashy.
15	Reflectors on the lane lines	10/4/21	10/5/21	Brian Berg	brian@mediakube.com			Reflectors on the lane Loop 101 #2127532847 - 10/2/2021 8:56:10 AM - Will you be putting the reflectors between the lanes back on at some point? It can be very hard to see the lane lines at sunset.
16	Sign(s) allegedly missing (telling drivers on Mayo Blvd. that 64th St. on-ramp to WB L101 was closed)	10/4/21	10/6/21	Robb Powell	rpowell@alliedmachine.com			Mayo Blvd. at N. 64th Street #2127555647 - 10/2/2021 3:19:26 PM - A "Ramp closed - 101 West" sign is needed at this intersection!

Questions/Comments

Thank you!

