

THE 91 WEEKEND

SHIFT >>>



**BE AWARE, PREPARE & SHARE**

91 Express Lanes  
Pavement Rehabilitation and  
Variable Message Sign Replacement Project

# Project Overview

- 91 Express Lanes self-sustaining
- 91 Express Lanes revenues pay for all improvements
- Repaves 91 Express Lanes and replaces channelizers
  - Ten-mile, four-lane facility
  - 20 lane-miles in each direction
- Replaces six changeable message signs
- Includes other work, i.e., electrical, guardrail, striping, pavement markers, etc.

# Estimated Schedule

- Construction starts summer 2016
- Construction completion January 2017
- Estimated ten, 56-hour weekend closures to pave entire facility
  - Estimated five weekends in each direction
  - 91 Express Lanes closed and rolling closure of #1 general-purpose lane
  - No closures on holiday weekends
- Intermittent off-peak, overnight closures of 91 Express Lanes for non-paving work
- Subject to change due to unforeseen operational challenges or inclement weather

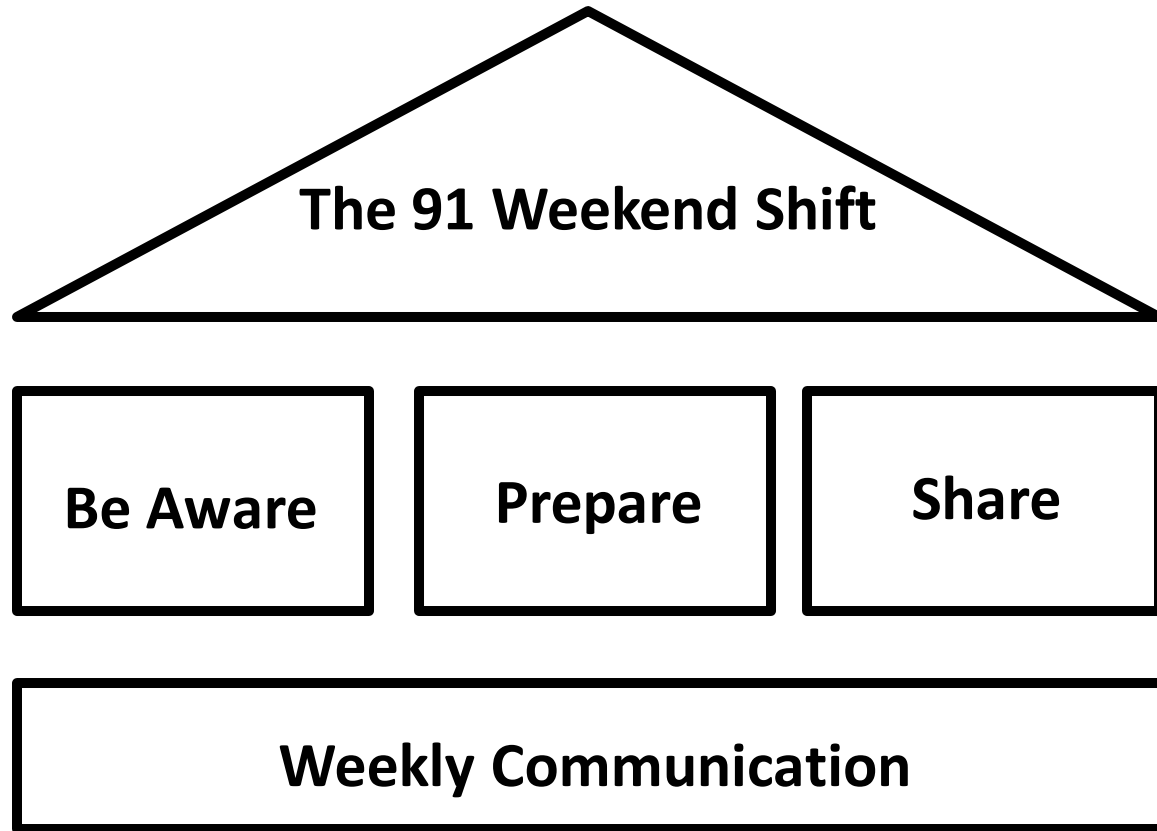
# Communication Goals

- Establish and sustain project awareness among stakeholders
- Engage and update news media and traffic reporters
- Inform motorists and the public of construction activities, closures, progress, and safety requirements
- Promote alternate routes and modes of transportation
- Preserve customer relations
- Highlight 91 Express Lanes capital improvements are self-funded
- Share information via a network of partners

# Project Partners



# Branding and Messaging Example



**Starting this Friday,  
The 91 Weekend Shift is On!**

## **Be Aware!**

- Lane closures on Westbound (WB) 91 from Green River to Weir Canyon to safely repave 91 Express Lanes.
- Expect up to 1 hour delay, stop-and-go traffic.

## **Prepare!**

- Avoid the 91, if possible.
- Opt for WB 60, WB 10 or see other options here.
- Leave early, plan for delays!

## **Share!**

- Share and forward info to your family, friends, teammates, neighbors, and others.

# Public Communications and Outreach



## Government Relations

- Briefings
- Project updates
- Message points
- Social media
- Collateral materials
- Support staff



## Community Outreach

- Permanent and portable changeable message signs
- Local and regional outreach
- Digital communications
- Direct mail
- Community canvassing
- Advertising
- Communications toolbox



## Media Relations

- Media advisories
- Press releases
- Updates, briefings, and interviews
- Crisis communications



## Partnerships

- Scalable communications
  - Messaging on partner websites
  - E-blasts to constituents
  - Social media channels
- Ongoing feedback, collaboration, problem-solving

**BE AWARE, PREPARE & SHARE!**





# Next Steps

Description	Target
Briefings / Community Outreach	Ongoing
Changeable Message Sign Activation	July 2016
News Release /Media Briefs	July 2016
Radio Spots	TBD
Direct Mail	July 2016