



**US-89**  
FARMINGTON TO I-84

# Progressive Design Build Digital Stakeholder Engagement

APA Utah  
March 25, 2022



# DISCUSSION TOPICS

Communication Strategy

Online Open House

In-person Engagement

Facebook

- Right Fit
- Right Team
- Right Project
- Right Voice

# PROJECT SITUATION

U.S. 89 improvements have been 25 years in the making

10 miles between Farmington and South Weber

Converting a four-lane highway to three lanes in each direction, four grade separated interchanges and two overpasses

Largely a residential community



# PROJECT SITUATION

Stakeholder demographics suit the tell-all approach

Ongoing lawsuit bred an air of distrust

Users with competing needs

Project goal: gain public acceptance

Long term project and impacts (36+ months)



## Lawsuit seeks to force UDOT to reconsider plans to expand US-89 in Davis County

by Jeremy Harris | Thursday, April 19th 2018



## Residents file lawsuit against US 89 expansion

By Lidd Egan, KSL-TV | Posted - April 20, 2018 at 7:21 a.m.



KSL-TV



# Communication Strategy

## Goal

To foster community acceptance by educating key audiences on how UDOT is building the project the right way.

## Objectives

1. Maintain UDOT's public approval rating in the project area (currently 4.91 out of 7)
2. Keep perception of project need at a rating of 5.0 or higher out of 7
3. Increase project awareness (currently at 59 percent)
4. Maintain project support (currently at 86 percent)
5. Ensure media coverage remain neutral to positive 80 percent of the time
6. Generate a 40 percent open rate on project emails



# ENGAGEMENT TOOLS

Online & In-person open house

Aesthetics survey

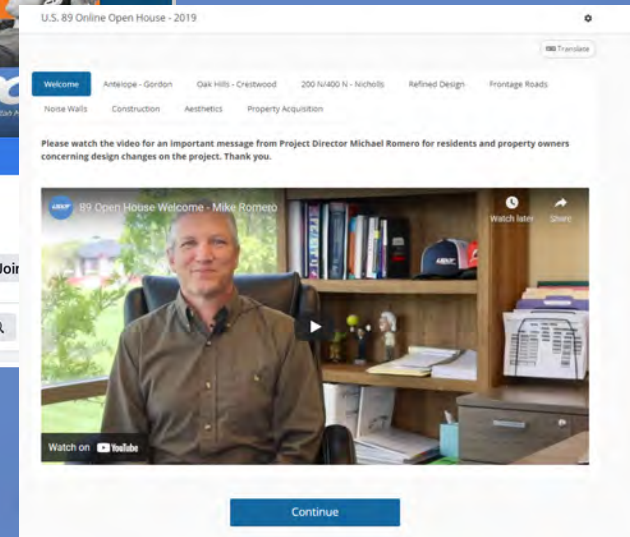
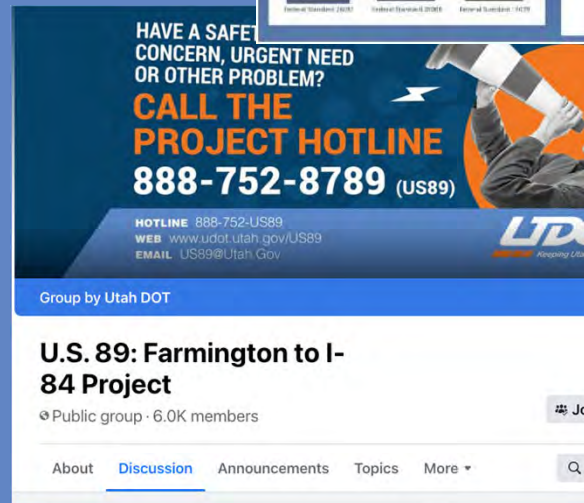
Facebook group

Website

Hotline

Weekly Email Updates

Boots on the Ground



# RIGHT FIT

## INTERNAL PROCESSES

Group rules and boundaries

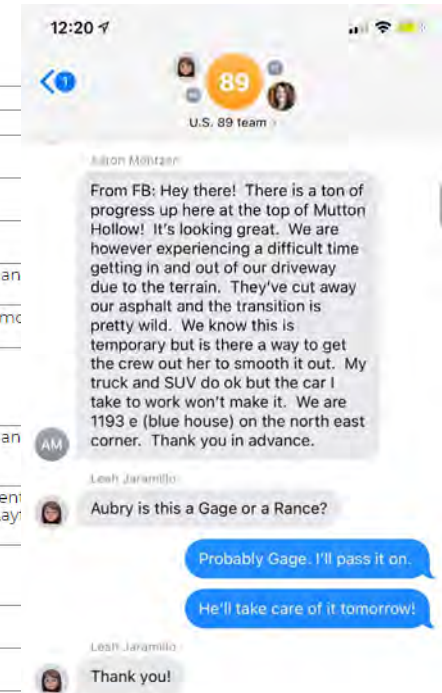
Monitoring and enforcement

Team communication tree

Content approval

EDITORIAL CALENDAR:

DATE	TOPIC	NOTES
Sept	Service Project Date TBD	
7/22	on-site interview – focus on interchange openings	
7/27	Re-post 200 N/400 N post with video	
7/29	Video of Nicholls impacts – interview Rance	Schedule Rance
7/30	200 N/400 N interchange opening	Post with rendering an movements
Monday 8/3	Dash-cam video of new movements at 200 N/400 N	Leah will shoot that mo
Week of 8/3 after interchange opens	Nicholls Work & mainline shift	
Week of Aug 9	Oak Hills interchange spotlight	Post with rendering an construction photo Tease opening
Week of Aug 9	Gordon interchange design and extension spotlight	Repost video comment Steve Jackson. Tag Lay Tease opening
Week of Aug 9	Crestwood Closure	
Week of Aug 9	Mutton Hollow closure	
Aug 13	Interchange openings & impacts to traffic	
Media event Aug 19-20	Layton is coordinating with Stuart	
Late August	Antelope interchange spotlight	Post with rendering and construction photo
Late August	Nicholls/Crestwood overpass spotlight	Post with rendering and construction photo
Sept	"Follow the Dirt" - dirt gets transported from U.S. 89 to West Davis	GoPro, Aerial, on-ground video -recycling/tax savings
Oct	New permanent NB on-ramp to Cherry	



# RIGHT TEAM

UDOT brand guidelines

Big lift

Transparency tug of war

UDOT buy-in: central, region, and project

Willing participation from the project team

Internal checks and balances

Gut check the policy



A screenshot of a Facebook post from the official Utah DOT page. The post is dated May 21 and is an administrative update. The text describes a bridge closure on U.S. 89 due to an excavator accident on the Gordon Avenue bridge. It mentions that structural engineers will inspect the bridge for repairs. The post has received 50 reactions (a mix of surprised, sad, and like emojis), 53 comments, and 3 shares. The post reach is noted as 3.9K. The Utah DOT logo and name are visible at the top of the post.

**Utah DOT**   
Admin · May 21 · 

This morning our contractor was transporting an excavator and hit one of the beams on the Gordon Avenue bridge. U.S. 89 was closed for about 20 minutes while the excavator was cleared from the travel lanes. Structural engineers will be inspecting the bridge to determine what repairs are needed.

[View Insights](#) 3.9K Post Reach >

   50 53 Comments 3 Shares



# RIGHT TEAM



# RIGHT TEAM

 **Ryan Ward**  
September 8, 2020 · 🌐

Seems like the complaints outnumber the positive posts in this group 10 to 1 so I thought I'd post a little positivity.

Today, in the middle of 90 mph winds I looked out the window to see a couple guys pick up my temporary mailbox, put it back and then grab some more dirt, rocks and sand to keep it upright. They absolutely did not need to do this. It was my job and I was waiting for the wind to die down to take care of it.

For all the crap we have to deal with, the guys in every crew of every contractor have been nothing but professional, curious and have gone above and beyond to make things just a little better.

Also, big thanks to the guy in the street sweeper who helped me look for my glasses when they blew off my face and disappeared down the road, again he didn't need to but he went out of his way to help me out.



  546

7 Comments 8 Shares

 **Tom Mathewson**  
July 1 · 🌐

I was sitting under my grape arbor this evening, sipping a glass of wine and reading a book, when I looked up and noticed some unusually brilliant colors. Red. White. Blue. Yes, it was Old Glory! Raised hours earlier by the 89 team!

So my wife Mary and I sat there a bit longer and enjoyed the wonderful display. Many thanks to Oak Hill Constructors and the rest of the 89 crew for all of your fine work and for raising our great flag!



Copyright © Tom Mathewson  
www.MathewsonDesign.com

  Aubry Bennion and 541 others

26 Comments 5 Shares

# RIGHT PROJECT


Geek out!

The cool stuff

Economy of scale





# RIGHT PROJECT

 **Utah DOT** shared a post.  
Admin · March 24 · 🌐


No big deal...just building more future interchanges! This was taken Monday night. What do you think of the crane-cam? 😊

The other 9 beams for the Gordon Avenue interchange are scheduled to be placed tomorrow (Thursday, March 25) - but they won't affect traffic.





 **Utah DOT** Admin · June 15 · 🌐


Did you know one of our crews is digging a tunnel under U.S. 89 by hand? Like with a jackhammer and a shovel? It's true! South of Antelope Drive, they're digging a hole more than 300 feet long under the highway to install a steel casing for a new sewer line crossing. Check out this video to see how the operation works. "500 yards...that's the length of five football fields. Just shy of half a mile." 😊









👍👍 120 24 Comments 33 Shares

 Like  Comment  Share



All Comments ▾

 **Matt Leishman**



   · 12w   5


# RIGHT PROJECT


 **Utah DOT**   
Admin · July 9, 2020 · 

You might have noticed some big machines working near Antelope Drive this week. Our construction crews are placing concrete supports, known as drilled shafts, for the future bridge over U.S. 89.

To install these supports, crews drill three-foot- and six-foot-diameter holes to a depth of 45 feet. Then a steel case (basically a thin-walled pipe) is placed in the hole to keep it from filling with collapsed dirt. A rebar cage is placed inside the hole, and the hole is then filled with concrete.

Work on the drilled shafts on the east side of the future Antelope Drive bridge will finish up this week, and then crews will move to the future Gordon Avenue interchange and begin working on the west side of the highway.



  63

16 Comments 4 Shares



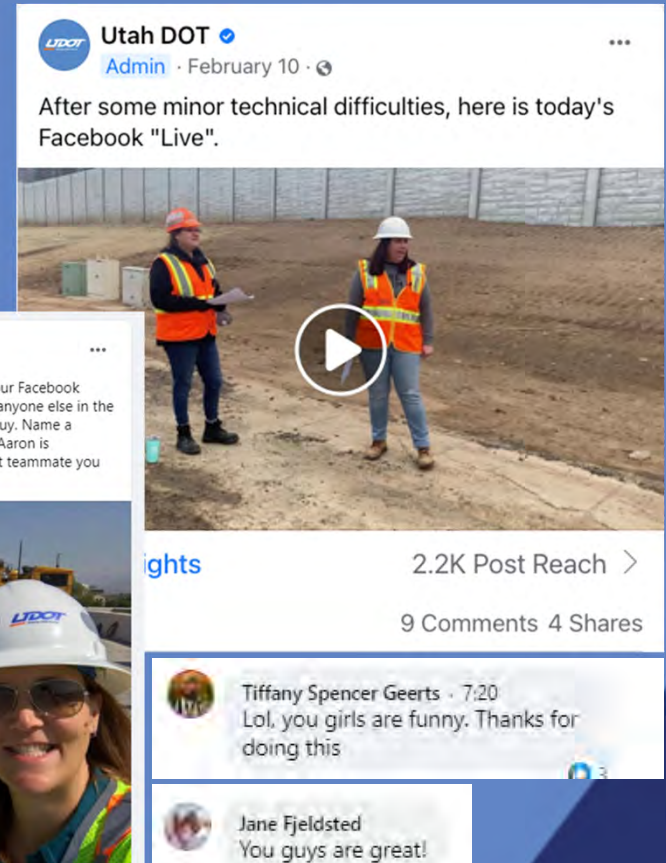
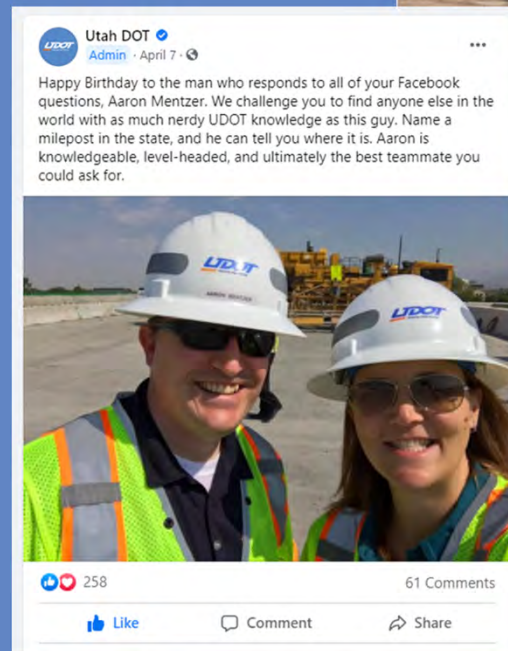
# RIGHT VOICE

Choosing your venue


People want humanity

Engaging with an entity *and* people

Variety is key













# RIGHT VOICE

 **Utah DOT** created a poll. Admin · May 29, 2020 · 🌐

Hi all! Friday, May 29, 2020 at 2:54 PM members, and are excited to see the group's continued growth. It's our goal to make this a helpful resource for residents and drivers looking for information about the U.S. 89 reconstruction/widening.

We'd like to see how you prefer to use this group. Please pick which one best applies to you in the poll below. This will help us better understand what information you're looking for, and how we can provide what you need. Thanks for your help!


## I use UDOT's U.S. 89 Facebook Group mostly for:

Added by you Construction information for residents		 × 166 votes
Added by you General project discussion, including concerns/complaints		 × 142 votes
Added by you Construction information for drivers		 × 51 votes
Added by you Local traffic updates		 × 23 votes
Added by you I'm just here for the comments 😊		 × 14 votes

# RIGHT VOICE

**Utah DOT** shared a link.  
Admin · Yesterday at 10:38 AM · 🌐

MISSING: stop signs, speed limit signs and other brand new road signs. Yes, your read that right. Approximately 30 of our new road signs have gone missing. If you see something, say something. Signs are extremely important to ensuring safety on our roads. Removing signs is dangerous and illegal, and it also makes it impossible for law enforcement to patrol for speeders.



MEDIA1.TENOR.CO  
media1.tenor.co

64 28 Comments 3 Shares

Like Comment Share

**Kelli Tait**  
August 31 at 9:45 AM · 🌐

Can the construction on the 193 over 89 please stop at 3am? Isn't there a better time to work on this? Cutting cement at this hour isn't conducive for sleeping.

View Insights 1.3K Post Reach >

7 3 Answers 1 Share

Like Answer Share

**Utah DOT** Admin  
Hi Kelli - that work is unrelated to our project. We reached out and learned that what you're hearing is not cutting, but shotblasting (shooting tiny metal particles) the concrete on the bridge to prepare it for crews to apply a weatherproof/wear-resistant coating. That coating is getting applied this afternoon, after which the work should be finished. The shotblasting is done at night because it's too impactful to traffic during the day.

21

Like Reply Share · Commented on by **Aaron Mentzer** 1w

**Kris Baker**  
**Utah DOT**  
Thank you!  
Like Reply Share · 1w

**Kelli Tait**  
**Utah DOT** Thank you  
Like Reply Share · 1w

**Craig Howe**  
We appreciate these answers and are learning quite a bit about the process and all the moving parts that go into it. While a bit inconvenient often, it is amazing how much is being done, in order, to make it right.

Like Reply Share · 1w 21

**Utah DOT**  
February 3 · 🌐



You, Leigh Gibson and 81 others 2 Comments 1 Share

Like Comment Share



**OTHER QUESTIONS OR ITEMS FOR DISCUSSION?**

# U.S. 89 TEAM COMMUNICATIONS TEAM + CONTACT

## Communications Team

- Leah Jaramillo
- Aubry Bennion
- Chris Cartwright
- Leigh Gibson
- Aaron Mentzer

## Contact

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