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)
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
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

---

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.
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, courteous 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.
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 · 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." 😄
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.
RIGHT VOICE

Choosing your venue

People want humanity

Engaging with an entity and people

Variety is key
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!
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.

Can the construction on the I-193 over I-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.

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.

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.

I just want to paint lane lines.
OTHER QUESTIONS OR ITEMS FOR DISCUSSION?
Communications Team
• Leah Jaramillo
• Aubry Bennion
• Chris Cartwright
• Leigh Gibson
• Aaron Mentzer

Contact
• Email: us89@utah.gov
• Web: udot.utah.gov/US89
• Hotline: 888.752.8789
• Facebook: @US89DavisCounty