USING GIS TO COMMUNICATE CAMPUS CONSTRUCTION

November 7, 2014
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PHYSICAL FACILITIES

November 7, 2014
Over 380 total unique buildings
Approximately 2,600 acres

Construction since 2003
Background

The construction map and written notices about construction impacting campus occurred as distinct activities

- Maps were developed to address summer and winter construction
- Notices about construction updates and impacts were issued by email as Communications staff were made aware
- Upcoming building and road construction projects required a more deliberate communications strategy
2012-2014 Project Highlights

• Completion of the following projects:
  o Roadways/infrastructure: Harrison Street roundabout and Stadium Avenue infrastructure
  o Facilities: Drug Discovery Facility, Lyles-Porter Hall, Harrison Street Parking Garage, Third Street Suites, Bailey Hall and the Krach Leadership Center

• Preparations for the Active Learning Center facility located in the center of campus
**Solution**

**Construction maps and notifications website**

- Launched in spring of 2012
- Acts as a single comprehensive source of information for the majority of construction projects that may affect and potentially disrupt campus travel
- Available from the Purdue University homepage
- Includes a map and detailed up-to-date information on major construction projects
COMMUNICATING CAMPUS CONSTRUCTION

Process

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>Fall</strong></td>
<td>Senior administration identifies focus for the next year’s construction impact map</td>
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<tr>
<td><strong>Winter</strong></td>
<td>Staff from Communications, Capital Program Management, Engineering, Utilities and GIS collaborate to develop the information, map and communications strategy</td>
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<td><strong>Spring</strong></td>
<td>Map and identified impacts are communicated to key campus stakeholders and responders, agencies and building deputies. The website is populated with information for the summer construction season</td>
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<tr>
<td><strong>Summer</strong></td>
<td>Key contributors meet on a regular basis to review and update. Notifications are posted to the website</td>
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<tr>
<td><strong>Fall</strong></td>
<td>Review is conducted on needs and issues and a frequency for off-season map and notifications is determined</td>
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*Notices are published to the website on an ongoing basis throughout the year*
Construction Map Development

- Map is developed in ESRI’s ArcMap
- Project data is pulled from Oracle’s Primavera P6
  - Project ID
  - Title
    - Construction start and finish dates
- Project Managers review the initial data and mark up road impacted areas
  - Road closures/vehicular impact
  - Pedestrian impact
  - Contractor laydown areas
- Short-term impacts and utility shutdowns are addressed by notification
Results

- More organized and coordinated communications strategy for campus construction project impact
- Emphasis for collaborating and maintaining contacts with contractors and agencies external to the University to ensure that timely, accurate information is being communicated
- Link to website (www.purdue.edu/physicalfacilities/constructionmap) placed on Purdue University homepage as “Construction” in lower black bar
- Feedback from University customers and community agencies has been very positive
Things to come

- Additional notices placed on webpage as construction projects continue and/or develop
- Communicate with stakeholders to determine scope of spring construction map
- Begin larger process of determining what (if any) changes will occur for next summer’s busy construction season