Roundabout Public Outreach Campaigns

Purdue Road School
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INDOT

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CITY OF
West Lafayette
INDIANA
West Lafayette Roundabouts

2003:
- Win Hentschel Blvd. & McClure Ave.
West Lafayette Roundabouts

- 2010:
  - Cumberland Ave. & Kent Ave.
West Lafayette Roundabouts

2012:

- #3 – Harrison St. & Martin Jischke Dr.
- #4 – Northwestern Ave. (US231) & Yeager Rd.
- #5 – Cumberland Ave. & Manchester St.
- #6 – Cumberland Ave. & Yeager Rd.
West Lafayette Roundabouts

- Future:
  - 2 in Design
    - Kalberer Rd. & Yeager Rd.
    - South River Rd. (US231) & Williams St.
KNOW YOUR AUDIENCE
Outreach Strategy

- Print
- Web
- Social media
- PSA
- Media
- Events
History & Background

- First Step…
  - Convert the New Mayor!!!

- Identify Candidate Intersections
  - Cumberland Ave. Corridor
  - Yeager Rd. Corridor
  - Purdue Perimeter Parkway

- Educate the Public
  - Diverse Population in West Lafayette
Groundwork

- Hired a Consultant - Fall 2008
  - Developed / Adopted Roundabout Design Guidelines
  - Also Perform Peer Reviews
  - Consistent Appearance
  - Consistent Functionality
Public Outreach

- Held Community Forums
Public Outreach

- Develop Web Site Materials
  - www.westlafayette.in.gov/department/division.php?fDD=5-188
Public Outreach

- **Create Website Materials**
  - www.westlafayette.in.gov/egov/docs/1343228912_123321.pdf
Public Outreach

- Create Newsletter Materials
  - [www.westlafayette.in.gov/egov/docs/13149074467438.pdf](www.westlafayette.in.gov/egov/docs/13149074467438.pdf)
  - [www.westlafayette.in.gov/egov/docs/13530048197919.pdf](www.westlafayette.in.gov/egov/docs/13530048197919.pdf)
Public Outreach

- Other Opportunities
  - West Lafayette Farmer’s Market
Public Outreach

- Include the Media
- Press Releases
- Educational Materials
Public Outreach

- Media can either support you or...

WEST LAFAYETTE BOARD OF WORKS CONSIDERS 5 REASONS WHY THE CITY SHOULD SPEND THOUSANDS ON NEW ROUNDABOUTS...

CITY OF WEST LAFAYETTE

1. SAFER (KINDA)
2. COOLNESS FACTOR (YOU KNOW, LIKE CARMEL, INDIANA)
3. HMM... I'M THINKING
4. DID I MENTION HOW "UPSCALE" THEY ARE?
5. UHHT... GIVE ME A MINUTE
Creating a Campaign

- Team
- Evolving agenda
- Venue
- Event Elements
Driving Course

- Course plans
- Field marking
- Signage
Managing Expectations
- Invitations
- Welcome letter
- Handouts
- Presentations
- Legal
Thank You and Good Luck!

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