USING GIS TO COMMUNICATE CAMPUS CONSTRUCTION

November 7, 2014

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Over 380 total unique buildings
Approximately 2,600 acres

Construction since 2003

- Green: Completed
- Red: In Construction
- Blue: Planned
COMMUNICATING CAMPUS CONSTRUCTION

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
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
### Process

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Activity</th>
</tr>
</thead>
<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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</tbody>
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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
  o Project ID
  o Title
  o Construction start and finish dates
• Project Managers review the initial data and mark up road impacted areas
  o Road closures/vehicular impact
  o Pedestrian impact
  o Contractor laydown areas
• Short-term impacts and utility shutdowns are addressed by notification
COMMUNICATING CAMPUS CONSTRUCTION

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