PUSH-ing Construction Communications & Going Viral for Safety

Purdue Road School Transportation Conference

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Project Overview

- 73 miles: Lake Station (Milepost 20) to Elkhart (Milepost 93)
- Largest single project since construction of toll road in 1954
- Supports road safety improvements
- Pavement and bridge rehabilitation
- Economic Impact
Scope of Work

- **Pavement**
  - Travel Lanes – crack and seat
    - 292 lane miles
  - Shoulders – mill and fill
  - 9 Interchanges
  - Ramps – crack and seat

- **Bridges**
  - 53 bridges
  - Deck improvements, beam and pier repairs
  - Widening parapets at some locations
Scope of Work

• Fiber Optic Line
  • 68 mile of fiber optic cable
  • Supports planned ITS infrastructure
Project Team

OWNER

CONTRACTOR

DESIGN/COMMUNICATIONS

Design

Communications
Work Schedules

- 24/7 work schedule
  - Expedite work / minimize traffic impact
- Limited work during winter
- All lanes open to traffic:
  - Memorial Day Weekend
  - July 4th Weekend
  - Labor Day Weekend
  - Notre Dame Football Weekends
Communications Are Critical

• Compressed Schedule
• Public Perception of the Toll Road
• State-of-the-art repair
Project Challenges

• Continually moving work zones
  ▪ Weather and other delays
  ▪ Paving segments typically moved every 2 weeks

• Long corridor with multiple cities

• Eastern/Central Time zones

• Number of jurisdictions involved

• Changing schedules

Communication Goals

• Access to up-to-date information

• Improve awareness/safety

• Message
  ▪ ITR investing in the corridor
Strategies

• Accurately Communicate Construction Schedules
• Proactively Identify Potential Issues
• Quickly Respond to Stakeholder Concerns
• Other Outreach
Accurately Communicate Construction Schedules

- Database
- Website
- Social Media
- Email / Text messaging
- Media
Proactively Identify Potential Issues

• Meet with local agencies and stakeholders
• Major events
• Neighborhood Concerns
Quickly Respond to Stakeholder Concerns

• Email / Social Media / Phone Hotline

• Major Complaints
  ▪ Backups
  ▪ Lake Station Detour
  ▪ Closures without visible construction

• Compliments
  ▪ Responsiveness
  ▪ High Quality Product
  ▪ Clean Work Zones
Other Outreach

- Billboards
- Safety Campaigns
Zipper Merge

• Reduces length of backup
• Improves safety
• Video animation on 8090push.com
Zipper Merge Video
Put The Phone Down

• Indiana Motor Trucking Association campaign with License Plate campaign with the BMV

• Each day in the U.S., more than 9 people are killed and more than 1,153 people are injured in crashes that are reported to involve a distracted driver.

• 80% of crashes involve some form of driver inattention within 3 seconds of the incident

• There are now more crashes related to texting & driving than drinking & driving

• More than 1,500 of our customers made the pledge to Put the Phone Down,
Put The Phone Down Video
Results

- **Website**
  - 97,000 visits
  - Weekly updates

- **Hotline**
  - 391 Total Calls
  - 273 Questions
  - 49 Comments
  - 69 Complaints

- **Email**
  - 95 Email Campaigns
  - 18,067 Emails
  - 901 Subscribers

- **Text**
  - 339 South Bend
  - 273 Portage
  - 223 LaPorte
Keys to Success

• Regular and Sustained Engagement
• Responsive Communication
• Extensive Community Involvement
• Five Counties/Two Time Zones
• Strengthen the Client’s Community Footprint
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