

2018 Pavement Maintenance Program

February 1, 2018

Goal: Raise awareness of 2018 Pavement Maintenance Program, focused on the east areas of Town (Founder Village) to gain overall support for the program, despite some inconvenience.

Audiences:

- 1) Primary Street audiences
 - a. Drivers along Prairie Hawk Drive (coordinate as alternate route for Meadows Parkway recon)
 - b. Concrete restoration along Wilcox Street Downtown.
 - c. Slurry Seals along Woodlands Boulevard
 - d. Meadows Boulevard Concrete Restoration
- 2) Specific residential audiences for PMP area: Founders Village (Eastern region for PMP)
 - a. Founders Village: foundersneighbors.com or James Fletcher, jfletcher@pcms.net or 303-224-0004, ext 304

Key Messages:

- 1) Proper street maintenance is important. The Town's proactive approach helps extend the life of Town streets while maintaining safety for the traveling public.
- 2) The Town has a plan for maintaining streets. On a five-year rotation, neighborhood work is concentrated in one of five areas. Each area of Town will get construction at a planned time.
- 3) This year, work will occur in the eastern area, which includes Founders Village. Many streets were covered in this area five years ago, and we're back to ensure the streets remain in good shape. In addition, the Town has planned major work for Lantern Trail, Wagonwheel, Turnstone Ave and Tabor Drive.
- 4) The Town is investing \$11 million in street maintenance this year. The funding is primarily from the Town's Transportation Fund, which includes revenues from sales tax, motor vehicle tax and building use tax.
- 5) Townwide, the Town is investing in Prairie Hawk Drive, Woodlands Boulevard, and streets throughout Downtown. Meadows Parkway is also getting reconstructed between US 85 and Prairie Hawk Drive as part of the Town's Capital Improvement Projects.

Key Dates March 6

- March 5: Public Works Commission
- March 6: Town Council
- March 28: Open House in Founders
- April 9/April 16: Anticipated Start of Work
- Mid-April/May: Open house in conjunction with Meadows Parkway

Tactics:

Tactic	Audience Reach	Team member	Deadline
Website PMP landing page update	On average, CRgov.com garners more than	Caroline/Megan	March 7 (add map by March 1) DONE

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<ul style="list-style-type: none"> Include link to Meadows Parkway Include updated map Include link to collect emails 	75,000 unique visits per month.		
Forms/bids etc online (related document module)		Caroline/Megan	March 7 / DONE
Web pages for specific streets: <ul style="list-style-type: none"> Lantern Trail (April 23 start) Tabor Drive/Court Wagon Wheel (May 29 start) 		Caroline/Megan	March 7/ DONE
Publications, News releases, Emails and related graphics			
Town Talk – March	All water customers - 24,000 customers	Caroline	DONE
Town Talk – April	All water customers – 24,000 customers	Caroline	March 20 / DONE
News release: PMP 2017 overview following Council approval and including open house information	HOA contacts (31 emails Townwide) Every News Release (42 emails) Distribute via Web (2,354 emails) Send via email list to TMP list (378) and build subscribers for a new list	Caroline	March 7 / DONE
News Release graphic		Carrie	March 7 / DONE
Email banner graphic			
News release for start of neighborhood construction	HOA contacts (31 emails Townwide) Every News Release (42 emails) Distribute via Web (2,354 emails) Send via email list to TMP list (378) and build subscribers for a new list	Caroline	Watch construction schedule
News release ahead of Woodlands Construction	HOA contacts (31 emails Townwide) Every News Release (42 emails)	Caroline	Watch construction schedule (After July 4)

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February 1, 2018

	Distribute via Web (2,354 emails) Send via email list to TMP list (378) and build subscribers for a new list Include in one of Parks and Rec's emails (7,708)		
News release ahead of Lantern Trail and Wagonwheel Street Reconstructions	HOA contacts (31 emails Townwide) Every News Release (42 emails) Distribute via Web (2,354 emails) Send via email list to TMP list (378) and build subscribers for a new list	Caroline	Watch construction schedule
News release ahead of Downtown work on Wilcox (concrete repairs, sidewalk, curb and gutter, including some night work)	HOA contacts (31 emails Townwide) Every News Release (42 emails) Distribute via Web (2,354 emails) Send via email list to TMP list (378) and build subscribers for a new list Send specifically to the DDA	Caroline	Watch construction schedule
As-needed email updates to subscribers	TBD		Depending on construction progress
Mailers and signs			
Mailer for residential areas to explain what PMP is and what to expect on their street. (Maps, etc.) – mailed to Founders Village, inviting them to open house	Post on Nextdoor when mailed: Founders – Mesa (1,339) Castlewood Ranch (1,073) Postage list is TBD	Caroline	TBD – open house schedule/construction schedule Open house 1 (March 27, 2018)
Letters to homes and businesses (Wilcox St.)	Numbers are TBD	PW team	Two weeks ahead of work
Door hangers	Numbers are TBD	Contractor	48 hours ahead of work
VMS		PW team	As needed ahead of start
Meetings			

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Open house for Founders Village <ul style="list-style-type: none"> • Determine location • Handouts • Press release • Copies of Mailer 		All team members	5:30-7:30 Tuesday, March 27
<i>Boards for open house:</i> <ul style="list-style-type: none"> • Overview of neighborhood programs – five-year cycle and where we are this year • Detailed Maps of PMP 2018 • Map of work on main roads • Board for everything streets – potholes and snow removal Other needs <ul style="list-style-type: none"> • Email sign-in sheet • Feedback form related to communications 		All team members	TBD
Open House Marketing			
News release (see above)		Caroline	March 7 (See above) DONE
Facebook/Twitter/Nextdoor posts on: <ul style="list-style-type: none"> • March 7 DONE • March 14 DONE • March 21 DONE • March 28 		Caroline	(See noted schedule)
VMS signs		PW	1 week ahead of open house / DONE
Reminder email to subscribers		Caroline	1 week ahead of open house / DONE
Mailer		Caroline	Lands in mailboxes one week ahead of open house (March 22) DONE
Social Media and related graphics			
Post all news releases on Facebook, Twitter and Nextdoor	Nextdoor: 2,412 Facebook: 14,802 Twitter: 7,745	Caroline	Ongoing
<i>**target area within Nextdoor</i>			
PMP Graphic with Public Works logo for ongoing updates (Facebook/Twitter/Nextdoor)		Community Relations	March 7 / DONE

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Post emailed Weekly/BiWeekly construction updates on Nextdoor regarding reconstructions and full depth reclamation (same as ema	TBD – email list being developed Nextdoor: 2,412	Caroline	Watch construction schedule
Phone calls, meetings, emails, other outreach			
PMP Video: general overview video, but end will have a slide specific to the year		Caroline/KerriAnne to update	in edits- and out for approval
Call Kevin Tilson at DDA regarding any Downtown work		Aaron	DONE
Coordinate with school bus routes for any work taking place during school		PW team	TBD
Town Hall LED		Caroline to get with CJ	TBD
Council communications:		Caroline to send Communications updates to Dave through Fritz/Karen and copy PW.	TBD
<ul style="list-style-type: none"> • General memo (Public Works) • Communications Plan in memo • Communications update with mailing, news release and web link 			

Measurement: Staff will monitor feedback and comments that come in via phone and eTrakit. Caroline will monitor media coverage (if any) and Facebook/Twitter/Nextdoor responses. Count number of people at open house.