

# Wolfensberger Roundabout

May 2018

**Communications research summary:** Engineering science proves roundabouts increase efficiency and safety at an intersection when used appropriately. Still, public perception of roundabouts in Castle Rock is mixed. Previous public input on social media and in-person at open houses indicates Castle Rock drivers are skeptical of roundabouts and wish other drivers were better at using them. Some of this perception could be related to the newly increasing use of roundabouts in Castle Rock. We'd like to move the needle on that public perception, because more roundabouts are planned for 2018 and beyond.

**Goal:** Inform drivers in the area about the new roundabout at Wolfensberger and Plum Creek Parkway.

**Secondary Goal:** Begin to change public perception about roundabouts through communication related to the construction of this new roundabout.

## Project Overview

The intersection of Wolfensberger Road/Coachline Road/Plum Creek Parkway is currently controlled by stop signs. As traffic volumes increase, the Town has researched and evaluated new traffic control for the intersection. To increase safety and efficiency at this intersection, the Town will install a two-lane roundabout.

Construction on the corners of the intersection is expected to begin in mid-July and is not expected to impact detour traffic from the ongoing Meadows Parkway Reconstruction. Construction on the center of the roundabout will begin after the Meadows Parkway Reconstruction is completed – estimated to be in mid-August. The entire roundabout project is expected to be completed in mid-October.

## Primary Audiences:

- Traveling public along Plum Creek Parkway/Coachline road between I-25 and Meadows Blvd.
- Traveling public along Wolfensberger Road between I-25 and S. Perry Park Road
- Meadows Residents
  - Meadows Community Association-Jim Wharton, Community Manager, 720-974-4221, [jwhatton@msiho.com](mailto:jwhatton@msiho.com).
  - Meadows Neighborhood Company (HOA)
  - Kent Krause, Community Project Manager, 303-814-3958, [kkrause@meadowslink.com](mailto:kkrause@meadowslink.com)
  - Michele Ray-Brethower, Executive Director, 303-814-3952, [mray-brethower@meadowslink.com](mailto:mray-brethower@meadowslink.com)
- Red Hawk Residents
  - Red Hawk Homeowners Association Filings 1 and 2: David Littler, [dlittler@peaktpeakmgt.com/303-884-4912](mailto:dlittler@peaktpeakmgt.com/303-884-4912)
  - Red Hawk Filing No. 3: James Fletcher, [jfletcher@pcms.net/303-224-0004](mailto:jfletcher@pcms.net/303-224-0004)
  - Townhomes at Red Hawk: Randy Watt, [randy@wsps.net/303-745-2220](mailto:randy@wsps.net/303-745-2220)
- Reserve at Castle Highlands Apartments
  - Veronica Diaz and Marisol Sanchez : [pm.castlehighlands@missionrockres.com](mailto:pm.castlehighlands@missionrockres.com) or [am.castlehighlands@missionrockres.com](mailto:am.castlehighlands@missionrockres.com)
- Douglas County Schools – transportation department

## Area Businesses/Public Places:

- Philip S. Miller Park
- Ridgeline Open Space (including the Ridgeline Wranglers and POST Partners volunteers)

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- Bison Park
- Red Hawk Ridge Golf Course
- Douglas County Schools – Clear Sky Elementary School
  - Contact through Douglas County Schools: Paula Hans: [pmhans@dcsdk12.org](mailto:pmhans@dcsdk12.org) or 720-331-1618

## Internal/Partner Audiences

- Castle Rock Police Department
- Castle Rock Fire Department
- Castle Rock Parks and Rec
- Castle Rock Development Co.
- PMP project managers (internal)

## Key Messages:

- The Town of Castle Rock is always evaluating ways to increase safety and efficiency at intersections throughout Castle Rock.
- This year, the Town will install a new two-lane roundabout at the intersection of Wolfensberger Road and Plum Creek Parkway.
- Construction will be coordinated with the Meadows Parkway Reconstruction project to maximize efficiency and reduce inconvenience to drivers:
  - Phase one will include the corners of the intersection and is expected to begin in mid-July. Lane closures are not planned as part of this phase.
  - Phase two will finish off the project and is expected to begin in mid-August, after the Meadows Parkway Reconstruction is completed. Some lane closure are expected.
  - The entire roundabout project is expected to be completed in mid-October
- Based on federal research, roundabouts are the most efficient type of traffic control for all hours of the day.
- To navigate, simply look left as you approach and yield to traffic already in the circle. Two-lane roundabouts are similar to a regular intersection. The left lane can go through or left; the right lane can go through or right.
- View a video at [CRgov.com/Roundabouts](http://CRgov.com/Roundabouts).

## Target dates

- May 7: Public Works Commission
- May 15: Town Council
- July 10: Phase One Construction Start
- Aug. 13: Phase Two Construction Start

## Tactics

Tactic	Assigned To	Due Date
<b>Meetings</b>		
Meet in-person with HOA reps <i>**Bring FAQ sheet</i>	Community Relations/Public Works/DS Liaison	June 2018
Public open house <i>**included in Meadows Parkway open house</i>	Project Team and CRDC	April 12, 2018 - DONE

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Ongoing lane closures updates to CRFD and CRPD	Public Works	Ongoing
May 9 Meadows open house	Team	May 9 at the Grange
<b>Website and Video</b>		
<p>Web Page CRgov.com/WolfRoundabout</p> <ul style="list-style-type: none"> <li>• Work summary</li> <li>• Budget info including grant</li> <li>• Benefits of a roundabout</li> <li>• Map and alternate routes</li> <li>• Contact info</li> <li>• Link to emails for updates</li> <li>• Link to roundabouts page with video</li> </ul>	Community Relations	May 10 (ahead of Council agenda and related email Preview)
How-to Roundabout video	Community Relations	Late September ahead of completion
<b>News releases and emails</b>		
Create new email list on CRgov.com <i>** advertise with web, news releases, social media, May 9 open house etc.</i>	Community Relations	
Include in Council Preview for May 15 meeting	Community Relations	May 9
Include in Council Update for May 16 meeting	Community Relations	May 16
<p>News release when Council approves contractor</p> <ul style="list-style-type: none"> <li>• Shared with HOAs</li> <li>• Shared with Partners</li> <li>• Post on <b>Facebook, Twitter, Nextdoor</b></li> <li>• Posted on CRgov.com</li> <li>• Share with Meadows Parkway list</li> <li>• Email to Roundabout list</li> </ul> <p><i>**Include reduced speed in construction zone and safety messages/benefits of a roundabout</i></p>	Community Relations	May 16
<p>News release ahead of construction start</p> <ul style="list-style-type: none"> <li>• Shared with HOAs</li> <li>• Shared with Partners</li> <li>• Post on <b>Facebook, Twitter, Nextdoor</b></li> <li>• Posted on CRgov.com</li> <li>• Share with Meadows Parkway list</li> <li>• Email to roundabout list</li> </ul> <p><i>**Include information about phasing, reduced speed in construction zone,</i></p>	Community Relations	Early July

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<i>safety messages and benefits of a roundabout</i>		
<p>News release ahead of phase two start</p> <ul style="list-style-type: none"> <li>• Shared with HOAs</li> <li>• Shared with Partners</li> <li>• Post on <b>Facebook, Twitter, Nextdoor</b></li> <li>• Posted on CRgov.com</li> <li>• Email to Meadows Parkway and Roundabout list</li> </ul> <p><i>**Include information about phasing, reduced speed in construction zone, safety messages and benefits of a roundabout</i></p>	Community Relations	TBD – depending on construction schedule
Weekly construction updates to email list and post on Nextdoor	Community Relations/Public Works	Ongoing, starting with construction in mid-July
<b>Social Media and Graphics</b>		
Facebook graphic	Community Relations	May 16
Nextdoor graphic	Community Relations	May 16
News release graphic	Community Relations	May 16
Email banner graphic	Community Relations	May 16
Facebook LIVE ahead of construction start to discuss benefits of a roundabout	Community Relations/Public Works	Early July
Create social media calendar with key messages running July through October on the benefits of a roundabout	Community Relations	Calendar completed by mid-June Implement calendar throughout construction
<b>Print and Signage</b>		
<p>Town Talk Updates</p> <p>June – ahead of start</p> <p>August – ahead of phase two start</p> <p>November – project completion</p>	Community Relations	Ongoing June, August, November
VMS ahead of construction start	Public Works	TBD – depending on construction schedule
Roadwork project sign	Public Works	February 2018 - DONE
<p>LED signs</p> <ul style="list-style-type: none"> <li>• Town Hall</li> <li>• MAC</li> </ul>	Community Relations	February 2018 / DONE
<p>Work-related Posters for:</p> <ul style="list-style-type: none"> <li>• MAC</li> <li>• Grange</li> <li>• Taft House</li> <li>• Red Hawk Golf Course</li> </ul>	Community Relations	May 2018
Mailer explaining the project to impacted areas (not Townwide)	Community Relations/Public Works	Late-June 2018

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<b>Public Open Houses</b>		
The roundabout project was featured at the April 12 Meadows Parkway Reconstruction open house and is scheduled to be at the May 9 Meadows/Red Hawk community open house		
<b>Post-construction communications</b>		
Update web page – thank you and what was completed, under budget, on time etc	Caroline	TBD
Social Media: thank you and photo album (Facebook/Nextdoor)	Community Relations	TBD
Consider Townwide mailer on all 2018 roadwork accomplishments	Community Relations and Public Works	TBD

### Measuring success:

Monitor social media and in-person conversations related to perception of roundabouts

Consider post-construction communication survey to email list. How did we do?