

Attachment C

Goal: To keep the public informed of the construction on Plum Creek Parkway, including interruptions to traffic flow and project progress.

Background: As part of its Transportation Master Plan, the Town is investing in the widening of Plum Creek Parkway, between Gilbert and Eaton Streets. The project will add two new lanes, one in each direction, and two roundabouts. The existing pavement between Gilbert and Eaton streets will also be reconstructed.

Phase 1B will be a continuation of the storm sewer work completed in phase 1A. The work includes installation of new storm sewer pipe, drainage inlets and manholes, constructing roundabouts at Gilbert and Eaton, constructing two new east bound lanes, and replacing the pavement on the existing lanes between Gilbert and Eaton. There will also be new sidewalk placed along the south side of the roadway with Rapid Flashing Beacons at all pedestrian crossings.

The Phase 1B construction cost has been included in the Plum Creek Widening Project 2020 budget and totals \$6,817,147.

Audiences:

- Castle Rock residents
- Traveling public
- Specific neighborhoods surrounding Plum Creek Parkway that are likely to travel on the parkway between Gilbert Street and Ridge Road, and their HOAs
 - Founders Village
 - Castlewood Ranch
 - Glovers/Baldwin Park

Key Messages:

- Castle Rock is planning for the future. Planned road improvements maintain the safety and efficiency of Castle Rock's road network as the Town grows.
- As part of its Transportation Master Plan, Castle Rock will be investing in the widening of Plum Creek Parkway between Gilbert and Eaton Streets.
- Improvements include:
 - Widening of Plum Creek Parkway between Gilbert Street and Eaton Streets.
 - Gilbert Street roundabout and Eaton Street roundabout.
 - Addition of bike lanes
 - Rapid Flashing Beacons to aid in pedestrian and driver safety
 - New sidewalk

Key Dates:

- March 3, 2020 – Town Council award of construction contract anticipated
- March 16, 2020 – Staff expected to issue Notice to Proceed with a 120 calendar-day contract
- October 27, 2020 – Estimated Phase 1B completion date

Tactics/Deliverables:

Deliverables	Team member	Deadline
Online		
Webpage updates to CRgov.com/PlumCreekPkwy	Public Works - Kaitlyn	Feb. 15, then ongoing throughout project
Spring update news release - progress of the project, moving into more roadwork • Shared with HOAs • Shared with partners • Post on Facebook, Twitter, Nextdoor • Posted on CRgov.com * Include information about any phasing, reduced speed in a construction zone, safety messages, lane closures, overnight closures, etc.	Lauren	March 10
Social Media		
Social media posts • Facebook • Twitter • Instagram • Nextdoor * Include information about any phasing, reduced speed in a construction zone, safety messages, lane closures, overnight closures, etc.	Lauren	As needed throughout project
Printed Materials		
Your Town Talk	Lauren	April issue
Outlook Magazine • Brief update, webpage included for more information	Lauren	Done – will be published in spring edition
Graphics		
Facebook SMG	Community Relations	March 10
Nextdoor/Twitter	Community Relations	March 10
News release graphic	Community Relations	March 10
Closure & detour maps • Example – Gilbert Street closure map	Community Relations	As needed
Other Tools		
VMS ahead of construction start	Contractor/Public Works	TBD – approximately one week prior to start of construction
Lane closure updates to CRFD and CRPD	Public Works	Ongoing throughout project

Measuring Success:

We will monitor feedback on social media and the number of participants in the event.