

Founders Parkway and Allen Way Roadwork

June 2019

Goal: To inform the public of the construction improvements to Founders Parkway and Allen Way intersection.

Audiences:

- Traveling public
- Local businesses:
 - Home Depot shopping center (Home Depot, Sprouts, Dollar Tree, Chipotle, Panera, Applebee's, Red Robin, Michaels, Walgreens, etc.)
 - Murdoch's shopping center (Murdoch's, Circle K, Shell, Sonic, etc.)
- Specific neighborhoods that use Founders to I-25
 - Terrain
 - Woodlands
 - Founders Village
 - Diamond Ridge/Sapphire Pointe
 - Cobblestone Ranch
- Other governments
 - CDOT
 - Douglas County
 - Douglas County School District
- Castle Rock Police Department and Fire and Rescue
- Town staff

Key Messages:

- As Castle Rock thrives, it's important infrastructure keeps up with demand. The purpose of this project is to ease congestion at the intersection of Founders Parkway and Allen Way and to improve access to northbound I-25 from Founders Parkway.
- The intersection of Founders Parkway and Allen Way is one of the busiest in Town. The Town has heard driver concerns and is taking the lead on improvements to this intersection and the northbound I-25 on-ramp.
- The improvements to this regional connection are a partnership among the Town, CDOT and Douglas County.
- Improvements include:
 - Additional eastbound left turn lane from Founders Parkway to Allen Way
 - A dedicated right turn lane from Founders Parkway to Allen Way
 - An additional southbound right turn lane from Allen Way to westbound Founders Parkway
 - And additional I-25 northbound on-ramp lane
 - A second northbound through-lane at Allen Way and Allen Street
- Construction is expected to begin the summer of 2019 and be completed by fall of 2019.
- Total funding for construction is \$2,642,210. Of that, \$1,716,168 will be covered by a federal grant; \$280,000 will come from the state; \$250,000 will come from Douglas County, and the Town will fund \$396,042.

Key Dates:

Jun 18 - Town Council consideration of construction contract

Tactics:

Tactic	Assigned To	Due Date
Meetings		
Conversation with businesses specifically impacted	Contractor	June 2019 Monthly updates throughout project
Ongoing lane closures updates to CRFD and CRPD	Public Works	Ongoing
Print, web, social media, signage		
Webpage update CRgov.com/1863/Founders-and-Allen	Community Relations	June 10, 2019
Postcard – determine if this should go to neighborhoods primarily impacted	Community Relations	TBD – depending on construction schedule
News release ahead of construction start <ul style="list-style-type: none"> • 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, etc.	Community Relations	TBD – depending on construction schedule
News release updating progress/phasing of the project – as needed <ul style="list-style-type: none"> • 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.	Community Relations	TBD – depending on construction schedule/needs
Town Talk Updates <ul style="list-style-type: none"> • July – Project begins • October – Project update 	Community Relations	July, October
VMS ahead of construction start	Public Works	TBD
Roadwork project sign	Public Works	TBD
Social media posts <ul style="list-style-type: none"> • Facebook • Twitter • Instagram • Nextdoor * Include information about any phasing, reduced speed in a	Community Relations	TBD - Prior to construction, ongoing updates, and following completion

construction zone, safety messages, lane closures, overnight closures, etc.		
Electronic and Social Media Graphics		
Facebook SMG	Community Relations	TBD
Nextdoor/Twitter	Community Relations	TBD
News release graphic	Community Relations	TBD
Post-construction communications		
Update webpage – thank you and what was completed, under budget, on time, etc.	Community Relations	TBD

Measuring success:

Monitor social media and in-person conversations related to construction.