

Meadows Parkway Reconstruction

January 2018

Goal: Inform the public about upcoming construction along Meadows Parkway.

Project Overview

As part of Castle Rock's 2018 Budget, the Town included \$2 million to reconstruct Meadows Parkway between Prairie Hawk Drive and U.S. Highway 85. Crews will remove the concrete roadway and replace it with asphalt. In addition, portions of the intersection with Prairie Hawk will be reconstructed.

Expected timeframe is Memorial Day – August 2018.

One lane of traffic will be maintained in each direction, and night work is expected to expedite the construction schedule. Additional funding is included as an incentive to the contractor for getting the project done more quickly.

\$1.3 million of funding is coming from a federal grant, administered through the Denver Regional Council of Governments (DRCOG) and CDOT.

Primary Audiences:

- Traveling public along Meadows Parkway
- Meadows Residents
 - Meadows Community Association-Jim Wharton, Community Manager, 720-974-4221, jwhatton@msiho.com.
 - Meadows Neighborhood Company (HOA)
 - Kent Krause, Community Project Manager, 303-814-3958, kkrause@meadowslink.com
 - Michele Ray-Brethower, Executive Director, 303-814-3952, mray-brethower@meadowslink.com

Area Businesses/Public Places:

- New Hope Presbyterian Church
- Shopping area with Caribou, Einstein Bros Bagels, etc
- Castle Rock Adventist Hospital
- Castle View High School and Castle Rock Middle School

Internal/Partner Audiences

- Castle Rock Police Department
- Castle Rock Fire Department
- Colorado State Patrol
- CDOT
- Parks and Rec (East Plum Creek trail head)
- Castle Rock Development Co.
- PMP project managers (internal)

Key Messages:

- It's a priority for the Town of Castle Rock to maintain public roadways for the safety of the traveling public. Doing the work safely sometimes means inconvenience to drivers.
- For a smoother drive, the section of Meadows Parkway between Prairie Hawk Drive and the junction with U.S. Highway 85 will be reconstructed. Crews will remove concrete and replace it with new asphalt. (Note that the road will not be widened at this time.)

Meadows Parkway Reconstruction

January 2018

- Construction is expected to start around Memorial Day and last through August. Delays are expected, and we appreciate your patience. Night work is planned to expedite construction, and some incentives are included for the contractor to complete the work ahead of schedule.
- At least one lane of traffic in each direction will be maintained, as well as access to local businesses. Access to the East Plum Creek trail head will be maintained throughout the project, except in the case where concrete will be removed, or asphalt will be placed, directly in front of the parking lot.
- Alternate routes to Interstate 25 include the new Castle Rock Parkway, or Coachline Road to Wolfensberger Road. Coachline Road was improved in 2017 to prepare it for this detour route
- \$1.3 million of this \$2 million project is coming from a DRCOG grant, administered through CDOT
- Neighborhood maintenance in The Meadows is slated for 2019, including reconstruction of Butterfield Crossing Drive
- Stay up-to-date on construction with weekly updates by signing up at CRgov.com/NotifyMe. Click the Meadows Parkway list.
- Please drive carefully.

Target dates

- Feb. 5: Public Works Commission
- Feb. 6: Town Council
- March/April: Open House
- Around Memorial Day: target construction start
- August: target construction completion

Tactics

Tactic	Assigned To	Due Date
Meetings		
Meet in-person with HOA reps <i>**Bring FAQ sheet</i>	Community Relations/Public Works	February/March 2018
Public open house	Project Team and CRDC	April/May 2018
Follow-up conversations to businesses specifically impacted	Community Relations/Public Works	May 2018
Connect with Parks and Rec regarding trail access (Rich Havel is the contact in Parks)	Public Works	May 2018
Ongoing lane closures updates to CRFD and CRPD	Public Works	Ongoing
Communicators meeting with: <ul style="list-style-type: none">• Meadows HOA• Castle Rock Adventist Hospital• Douglas County Schools• CDOT• Douglas County	Community Relations to Schedule	February 2018
Print, Web, social media, signage		
Web Page CRgov.com/MeadowsParkway <ul style="list-style-type: none">• Work summary	Community Relations	January 2018 and ongoing

Meadows Parkway Reconstruction

January 2018

<ul style="list-style-type: none"> Budget info including grant Map and alternate routes Traffic control info Contact info Link to emails for updates FAQs related to night work/ lane closures (why only one lane, etc.) 		
<p>News release ahead of project start</p> <ul style="list-style-type: none"> Shared with HOAs Shared with Biz Shared with Partners Post on Facebook, Twitter, Nextdoor Posted on CRgov.com <p><i>**Include reduced speed in construction zone and safety messages</i></p>	Community Relations	Feb. 21 – after Council meeting
<p>News release at key traffic control points:</p> <ul style="list-style-type: none"> Major lane closures Traffic switches Overnight closures East Plum Creek access limited <p><i>**Shared with HOAs, biz, partners and on Facebook/Twitter/Nextdoor</i></p>	Community Relations	TBD – depending on construction schedule
Social Media and News Release graphics	Community Relations	Feb. 21
Town Talk Updates January, February, March, April, May, June, July, August and September	Community Relations	Ongoing
Weekly construction emails to subscription list/HOAs and post on Nextdoor- Meadows neighborhoods	Community Relations/Public Works/Contractor	Ongoing, starting with news release
Email banner graphic	Community Relations	
Weekly construction updates for Council	Public Works	Ongoing
VMS ahead of construction start	Public Works	TBD – depending on construction schedule
Roadwork project sign	Public Works	February 2018 - DONE
Set up email and construction phone line to include in communications	Community Relations to reach out to IT	March 2018
Record voicemail		
<p>Facebook LIVE</p> <ul style="list-style-type: none"> Ahead of Construction Consider monthly live updates 	Community Relations/Public Works	Ongoing

Meadows Parkway Reconstruction

January 2018

Progress photos on Instagram (monthly)	Community Relations	Ongoing
Ad Campaigns <ul style="list-style-type: none"> REC/MAC guide Check into Debbie Davis newsletter 	Community Relations	Spring 2018 Rec/Mac / DONE
LED signs <ul style="list-style-type: none"> Town Hall MAC 	Community Relations	February 2018 / DONE
Posters for: <ul style="list-style-type: none"> MAC Grange Other Meadows Community Center 	Community Relations	March 2018
Video Series <ul style="list-style-type: none"> Ahead of start Upon Completion 	Community Relations	Early May 2018
Slides for DC Video		
Communications update to Town Council – consider including in agenda memo	Public Works/Community Relations	DONE
Public Open House Marketing		
News release specific for open house ** Send to HOA, schools, hospital and internal partners specifically **Send to DRCOG as an FYI	Caroline/Tony	4 weeks ahead of open house
Mailer about this project to west of I-25 – include map of alternate routes	Caroline/PW	2 weeks ahead of open house
VMS Signs	Tony	4 weeks ahead of open house
Web calendar item	Caroline	4 weeks ahead of open house
Facebook calendar item	Caroline	4 weeks ahead of open house
Nextdoor calendar item		
Poster for open house **Hang at the MAC, Public Works, The Grange, Hospital, local biz, etc.	Caroline to coordinate	4 weeks ahead of open house
Nextdoor and Facebook reminder posts	Caroline	Ongoing ahead of open house
Public Open House Needs		
Confirm date, time and location	Caroline	ASAP
Boards: <ul style="list-style-type: none"> Overview Timeline PMP Work Roundabout work 	Public Works	
Sign-in sheets	Caroline	
Feedback forms		
Handouts: <ul style="list-style-type: none"> FAQ sheet with map 	Caroline	

Meadows Parkway Reconstruction

January 2018

Post-construction communications		
Update web page – thank you and what was completed, under budget, on time etc	Caroline	TBD
Final email with possible survey and how to stay in touch with new public works emails	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 calls and emails.

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