

Roadwork 2018

February 1, 2018

Background

As Castle Rock thrives, capital road improvements are necessary for access and safety. There are three significant road improvement projects planned along the Meadows/Founders corridor, starting in May 2018 with the reconstruction of Meadows Parkway. Overall, projects include:

- Reconstruction of Meadows Parkway between US 85 bridge and Prairie Hawk Drive
- Intersection improvements at Founders/Allen
- Intersection improvements at Founders/Crowfoot

The Town is receiving either state or federal grant money (or both) to supplement Town funds for these projects.

In addition, during 2018 the Town will invest about \$11 million in road maintenance through the annual Pavement Maintenance Program.

Goal: Raise awareness of the benefits of road construction occurring along the Meadows/Founders Corridor in 2018 to increase driver patience and reduce accidents and complaints.

Audiences:

Primary: Castle Rock residents, Castle Rock Drivers along Meadows/Founders between Prairie Hawk Drive on the west and Crowfoot Valley Road on the east.

Secondary: Regional drivers seeking to access the Outlets, Promenade and other retail centers along this route.

Organizational: Castle Rock Adventist Hospital, Douglas County Schools (specifically CVHS and CRMS), CDOT, The Meadows HOAs, Red Hawk, Outlets at Castle Rock, Promenade at Castle Rock, shops on Allen Way, Timber Canyon, Pinyon Soleil, Diamond Ridge, Sapphire Pointe, Metzler Ranch, Chamber of Commerce.

Key Messages:

- The Town is working hard to maintain current infrastructure and complete road projects that increase safety and efficiency on the road.
- Starting in 2018, the Town is investing in three significant road improvement projects. Achieving these projects is going to mean temporary inconvenience. But it will be worth it.
- Here are some ideas to make your drive a bit easier
 - **Plan ahead:** Construction will occur along the Meadows/Founders corridor. The Town worked to improve some of the alternate routes, such as Coachline Road and Prairie Hawk Drive. Explore alternate routes prior to the start of construction. You may find a way you never considered is faster than the old route, or has a convenient service along the way.
 - **Give yourself extra time:** Construction can add minutes to your commute. Listen to that extra song.
 - **Slow down, drive safe:** The average speed limit in a construction zone is 30 mph. Please obey all speed limit signs and other traffic control. Help everyone get home safely.
 - **Be a courteous driver.** Roadwork will bring new access and increase safety. Give yourself, your fellow drivers and our crews a break, knowing the benefits are worth temporary inconvenience.
- Visit CRgov.com/2018Roadwork for details and detour information.

Tactics:

Roadwork 2018

February 1, 2018

Tactic	Person	Deadline	Done?
Website			
Create CRgov.com/2018Roadwork with: <ul style="list-style-type: none"> Links to project pages/project emails – sign up for each individually Key messages Videos FAQs Email sign-up links Update roads graphic link (Replace Castle Rock Parkway) 		Mid-February	DONE
Update Roadwork map with websites	Megan	Ongoing	Ongoing
Homepage button	Caroline	DONE	DONE
Homepage permeant news release	Caroline	February 2018	DONE
Integrate with new or existing mobile app	Caroline	February 2018	DONE
Fact or Fiction question about benefits of roadwork	Caroline	February 2018	DONE
Printed/Written items			
News release to debut web and information <i>**Also posted on Facebook, Twitter, LinkedIn and NextDoor</i>	Caroline	February (ahead of Feb. 20 Council meeting)	DONE
Town Talk: January	Caroline		DONE
Town Talk: February	Caroline		DONE
Town Talk: March (Focus on new web area) <i>**Town Talk articles beyond March will be project-based and defined in project communications plans</i>	Caroline		
Townwide roadwork mailer	Caroline/Carrie	Late Summer / early Fall 2018	TBD
Consider ad campaign in News Press	Community Relations	April/May 2018	TBD
OVERALL THANK YOU TO COMMUNITY Ad in Rec/MAC (no cost)	Community Relations	FALL 2018	TBD
Social media/Videos/Signs			
Multi-part video campaign of status and progress	KerriAnne	Summer 2018	
Facebook LIVE – longer with opportunity for questions and to preview where to find road info online	Community Relations	Summer 2018	
Post website URL on Town Hall LED and Rec Center	Caroline	February 2018	DONE
Events/In-person meetings/Other ideas/Brainstorms			
Email HOAs with news release about web area	Caroline	February 2018	DONE
<i>**Project open houses will be held in line with the timing of each project, as defined in project communications plans</i>			

Measuring Success:

Community Relations will monitor engagement on social media platforms and Web visits.