

"Bridge on Wheels" Public Outreach

Office of Customer Relations & Information



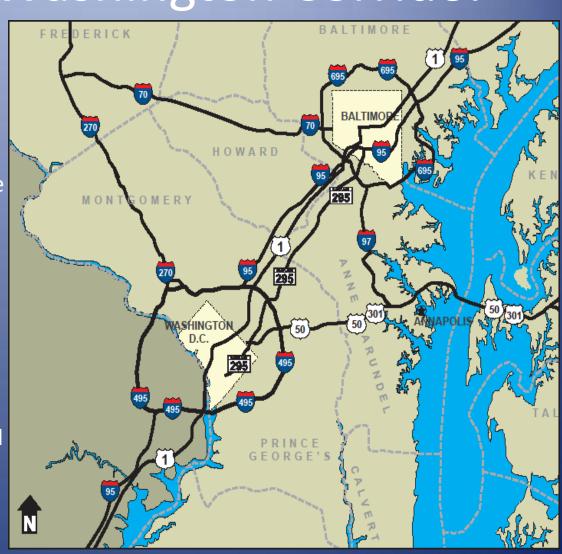
Highways for LIFE (HFL) Webinar Presentation January 10, 2013

Baltimore/Washington Corridor

- Military and Federal Agencies
 - Fort Meade
 - NSA
 - National Park Service
- Arundel Mills Business District

Maryland LIVE! casino

- BWI Business/Hotel District
- Highly Populated Residential Area in northern Anne Arundel County



Communication Goals

- Prepare residents, businesses and motorists for the bridge construction and related traffic impacts.
- Urge alternate routes early and often
- Identify and meet special corridor needs
- Convey operational success, positioning SHA as a leader in using innovative construction methods

Messages

- SHA's Focus on System Preservation and Bridges (ONGOING)
- Avoid the Area Use Other Routes; Promote as a Weekend Closure and Convenience Benefit (BEFORE THE MOVES)
- Technology was the Best Solution Used Successfully in Other States (AFTER THE MOVES)

Strategy

- Identify customers and needs
- Establish a relationship with the BWI Business Partnership. Meetings included:
 - April 2012 (initial contact)
 - June 2012 (Partnership Breakfast w/200+ attendees; table in lobby)
 - August 2012 (Open House hosted at local business; nearly 50+ reps in attendance)
 - September 2012 (Partnership Breakfast w/200+ attendees and AUA staff meeting).

Strategy

- Develop materials and messaging to meet customer needs (...and not just media...):
 - What will help customers find their way around the area?
 - Where should they find information?
 - Where will they look for this information?
 - What media are likely to cover the moves?
 - What other events are taking place in the area?

Strategy

Inform Regionally Educate Locally

Initial Planning

• Summer 2011

 Community Liaison collected information from area businesses to assess needs and gather contact information

 Project staff hosted public meeting in Linthicum at an elementary school in September

Preparing for the Moves

- Summer 2012
 - Update community contact lists
 - Coordinate with other State agencies re: area construction work (MDTA)
 - Identify special business needs
 - Design project FAQs, detour cards, updated project web page with photos
 - Ongoing meetings with area businesses

One Month Before the First Move

- Update community contacts
- Personal visits to corridor businesses
- Attend BWI Business Partnership events

BWI Partnership

- Area businessleaders
- Educate vs. inform
- 4 minute
 presentation
 looped on hotel
 television and also
 placed on SHA
 web





Two Weeks Before the 'Move'

Web & Video

- Info available on the SHA website
- SPMT presentation copies
- EarthCam/live video promo
- Scheduled Twitter and Facebook posts
- Web Banners on media outlet sites

Printed Materials

- West Nursery Rd. detour card
- SPMT Fact Sheet
- Traffic Impacts
- Bridge Move Timeline
- Lobby Displays

Media Relations

- Travel Advisory sent 1 week before the move
- Baltimore Sun newspaper site visit
 1 week before (photo gallery)
- Media Briefing two days before the move (photo op/video)

Radio Presence

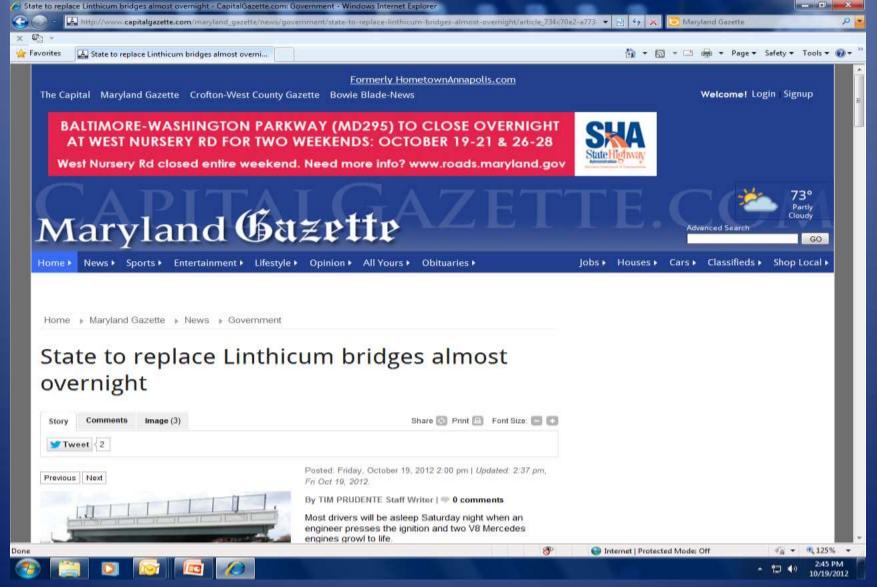
- Used SHA in-house talent to record
- Paid placements aired four days prior to each move

Baseball Playoffs





Media Coverage



Web & Social Media Outreach

BEFORE

- Shared web banners on area media Facebook pages
- Prescheduled traffic messages on Twitter days in advance

All through lanes of MD 295 (Baltimore-Washington Parkway) will be CLOSED this Fri & Sat pm AND next Fri & Sat pm. Dets-> http://ow.ly/eubJz

The closures allow SHA 2 use an innovative technology & 'roll' the replacement bridges in 2 position, says Admin. Peters http://ow.ly/eucAu

10/15/2012

Web Banners

ROAD CLOSURE

BALTIMORE-WASHINGTON PARKWAY(MD295)

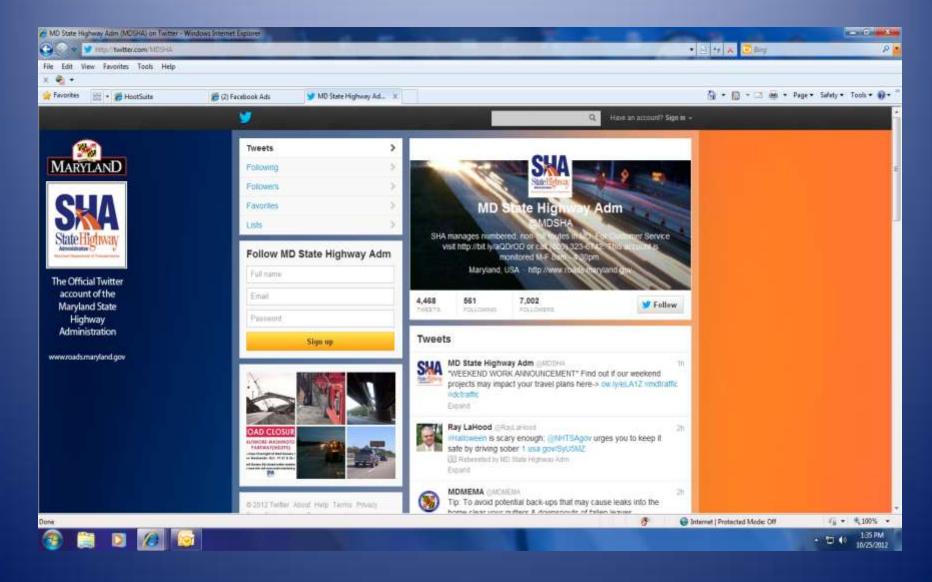
To close Overnight at West Nursery Rd Two Weekends: Oct. 19-21 & 26-28

West Nursery Rd closed entire weekend For more info visit www.roads.maryland.gov



(MD295) closing overnight at West Nursery Rd Oct 19-21 & 26-28 More Info at www.roads.maryland.gov

SHA Twitter Page



Targeted Local Outreach

Education, not just information

Targeted Local Outreach

 How do we quickly convey critical traffic information to locals who work along West Nursery Road <u>and</u> visitors who temporarily populate the hotels and restaurants?

- Usual media might not reach visitors
- Educated hotel staff can educate visitors

Key Local Contacts

- Hotel staff
- Northrop Grumman communications
- Hoyt's Cinema Manager
- Restaurant Managers
- USPS-IMF Transportation Managers
- Maryland Transit Administration (MTA)
- BWI airport operations and PIO

- Northrop Grumman Electronic Systems
 - 5,000 employees
 - Gathered delivery schedules, weekend deployment info
 - Coordinated with NGC communications staff
- USPS Incoming Mail Facility
 - Serves several counties in the Baltimore metropolitan area via 24/7 mail operations
- Hoyt's West Nursery Cinema 14
 - Up to 6,000 weekend patrons; special event screenings
 - Concerned about 3 a.m. closing times and traffic volumes

Local Outreach Methodology

- Education push included plans, timelines, technology overview and traffic impacts
- Detour cards w/ map and directions keep hotels stocked; educate staff
- Constant engagement with local businesses to evaluate needs, events, changing conditions
- Regular traffic and milestone updates

Documents posted to SHA project wel



Document Samples 5x8 detour card for hotels



West Nursery Road Detour

West Nursery Road will be CLOSED for construction the weekend of November 9-11. This closure will go into effect at 8 p.m. Friday and remain in effect through 10 a.m. Sunday. Detour signs will be posted.

* See reverse for more information *





West Nursery Road Will Be CLOSED at MD 295 November 9-11

WHAT: Closure and detour of West Nursery Road at MD 295 for two weekends.

WHEN: The weekend of November 9-11. West Nursery Road will close at 8 p.m. Friday and

remain closed through 10 a.m. Sunday.

WHY: SHA will replace the West Nursery Road bridge over southbound MD 295.

WEST NURSERY ROAD DETOURS (See map on reverse)

From the BWI Thurgood Marshall Airport hotel district east of MD 295 (red arrows on map) to:

MD 295 north (Baltimore) - proceed to MD 295 and use the right lane exit to MD 295 NORTH.

- MD 295 south proceed to MD 295 and use the right lane exit to MD 295 NORTH. Continue approximately one mile to I-695. Take the I-695 WEST exit. Remain in the exit lane and return to MD 295 in the southbound direction. Follow signs for MD 295 SOUTH.
- West Nursery Road west of MD 295 follow directions for MD 295 SOUTH, exiting at West Nursery Road.

From west of MD 295 (yellow arrows on map) to:

- MD 295 south proceed to MD 295 and use the right lane to exit to MD 295 SOUTH.
- MD 295 north proceed to MD 295 SOUTH and use the right lane to exit to MD 295 SOUTH. Continue approximately one mile and merge to the left lane. Exit at I-195 EAST toward BWI Thurgood Marshall Airport. This is a LEFT exit only. Follow I-195 to MD 170. Exit at MD 170 NORTH and remain in the exit lane to return to I-195 in the westbound direction. Follow I-195 to MD 295 NORTH.
- West Nursery Road east of MD 295 follow directions for MD 295 NORTH, exiting at West Nursery Road.

Expect CLOSURES AND DELAYS on MD 295 during overnight hours, See www.roads.maryland.gov

Document Samples Fact Sheet



Replacement of the West Nursery Road Bridges over MD 295 (Baltimore-Washington Parkway)

May - November 2012

Bridge Facts & Technical Data

Weekend Bridge Replacements Using Self-Propelled Modular Transporters

Old Bridges:

- Originally constructed in 1948
- 300 tons each (approximate)
- Steel parapets (side walls)
- Two lanes each direction
- · No shoulders or bicycle lanes

New Bridges:

- · Constructed in three months
- · Approximately 70 feet long
- 500 tons each (approximate)
- Concrete parapets (approximately five times heavier than steel, accounting for the weight difference between the old and new bridges)
- · Two lanes each direction
- Bicycle-compatible shoulders (Five feet wide)

SPMTs:

- Two lines
- · 18 axles per line
- Maximum speed approximately 3 mph
- 175 tons (approximate), plus 110 tons for lattice towers, jack stands and transport beams
- SPMTs delivered and assembled on-site two weeks prior to first bridge move

Document Samples Timeline



Replacement of the West Nursery Road Bridges over MD 295 (Baltimore-Washington Parkway)

Bridge Move Timeline

Bridge Replacements October 26-28 and November 2-4 using Self-Propelled Modular Transporters (SPMTs)

All times are approximate and apply to both weekends. One bridge replacement per weekend.

Friday-Saturday

8:00 pm	MD 295 - left lane closed in both directions
10:00 pm	West Nursery Road - closed at MD 295

10:00 pm MD 295 - all lanes closed, ramp detour in effect

10:00 pm to 1:00 am SPMT - move into position

1:00 am to 2:00 am SPMT - secure and lift existing bridge

2:00 am to 3:00 am SPMT - remove existing bridge to staging/demolition area

2:00 am to 10:00 pm Form and pour bearing pads (all day Saturday)

4:00 am to 6:00 am MD 295 - reopen all lanes

Saturday-Sunday

8:00 pm MD 295 - left lane closed in both directions 10:00 pm West Nursery Road - closed at MD 295

10:00 pm MD 295 - all lanes closed, ramp detour in effect

10:00 pm to 3:00 am SPMT - move new bridge into position

3:00 am to 5:00 am SPMT - return to staging area 6:00 am to 8:00 am MD 295 - reopen all lanes

8:00 am (approximate) West Nursery Road - reopen at MD 295

Document Samples Traffic Impacts



Replacement of the West Nursery Road Bridges over MD 295 (Baltimore-Washington Parkway)

Traffic Impacts

Bridge Replacements October 26-28 and November 2-4 using Self-Propelled Modular Transporters (SPMTs)

MD 295 (Baltimore-Washington Parkway)

- · Left lane closed in both directions at 8 pm on October 26 & 27 and November 2 & 3
- All through lanes closed in both directions at 10:00 pm on October 26 & 27 and November 2 & 3
- · Traffic can bypass work zone using West Nursery Road ramps
- · Closures continue overnight

West Nursery Road

- Closed at MD 295 in both directions at 10:00 pm on October 26 and November 2
- · Detour via MD 295; follow signs
- · Will not reopen until Sunday morning (October 28 and November 4)

SPECIAL TRAFFIC MESSAGE:

Avoid MD 295 October 26-28 and November 2-4

BWI Thurgood Marshall Airport and area sporting events are accessible from I-95 and I-97

While motorists will be able to bypass the work zone during these closures, substantial delays should be expected on MD 295 in both directions. The Maryland State Highway Administration (SHA) is urging motorists to plan ahead and consider using the following alternate routes:

- I-95 (west of MD 295)
 Accessible from MD 295 via MD 32 west, MD 175 west, MD 100 west, I-195 west and I-695 west
- I-97 (east of MD 295)
 Accessible from MD 295 via MD 32 east, MD 100 east and I-695 east

Document Samples Project-in-Brief



Replacement of the West Nursery Road Bridges over MD 295 (Baltimore-Washington Parkway)

May - November 2012

Project-In-Brief

Weekend Bridge Replacements Using Self-Propelled Modular Transporters

Project: Replacement of two West Nursery Road bridge

superstructures over MD 295.

Cost: \$4.6 million (construction).

Contractor: G.A. & F.C Wagman, York, PA.

Timeframe: Bridge replacements will take place the weekends

of October 26-28 and November 2-4.

Traffic Impacts: Minimal. Because the new bridges are being

constructed in the MD 295 median, traffic

continues to flow freely on both MD 295 and West Nursery Road. When the new bridges are moved into place, West Nursery Road will be closed and

a short detour will be in effect.

Contact: Bob Rager

Maryland State Highway Administration

District Community Liaison

410-841-1020

rrager@sha.state.md.us

Document Samples FAQ



Replacement of the West Nursery Road Bridges over MD 295 (Baltimore-Washington Parkway)

May - November 2012

Frequently Asked Questions

Weekend Bridge Replacements Using Self-Propelled Modular Transporters

Q: What are "Self-Propelled Modular Transporters?"

Self-Propelled Modular Transporters, or SPMTs, are multi-axle hydraulic units capable of lifting and moving large objects. Used in tandem, SPMTs can move objects weighing several thousand tons.

Q: What are the advantages of using SPMTs?

SPMTs allow the construction of new bridges off-site with little or no impact on traffic and local businesses. When a bridge is completed, SPMTs can move it into place in a very short time period.

- Q: Why do the West Nursery Road bridges need to be replaced? Originally constructed in 1948, the bridges have reached the point where it is more cost effective to replace the decks and support beams than to continue maintaining them.
- Q: Will this work impact my business/employment on West Nursery Road?
 West Nursery Road will remain open for most of the construction process.
 When the bridges are moved into place (October 26-28 and November 2-4),
 West Nursery Road will be closed to traffic and a short detour using MD 295
 will be in place. No weekday closures of West Nursery Road are expected,
 and business access will be maintained at all times.
- Q: When will this work be completed?

Both new bridges will be operational by early November. Additional work may be needed through November to complete the project but the bridges will remain open to traffic.

"Routine" Communications

- Milestone updates (24/7) to corridor business contacts, internal operations group and media
- Traffic updates (24/7) to corridor business contacts and media
- Progress photos to social media and web

Engagement

- Personal visit to all hotels, businesses
- Personal distribution of detour cards; conversations with staff
- Frequent engagement with evening and overnight staff
- Regular email and phone follow-ups with updates, needs requests
- Community liaison "on-call" for businesses

Special Needs

- MTA real-time detour information at all hours to assist #17 bus route planning
- Hoyt's Cinema check for special screenings, supply lobby posters, gauge impacts from traffic "dumps", request web presence
- USPS-IMF 24/7 operations using contracted drivers. Timely delivery critical, "back door" routes planned weeks in advance.

Crisis Communications

- OCRI coordinated emergency responders meeting to gauge concerns and needs for "what-if" scenarios.
 - State, county and MdTA police
 - BWI operations and security
 - Homeland Security
 - Separate emergency contact/update list established and shared among all responders

The "Load Shift"

- First bridge move attempt positioned as a setback
 "load shift"
- Liaison on-site
- OCRI media staff assumed all-day communications at macro level – proactive, traffic-focused (press releases and social media)
- No change in live project camera
- Social media focused on traffic updates
- No difference in local outreach convey traffic impacts, closure hours, anticipated openings

Web & Social Media Outreach

- DURING THE DELAY...
 - Cancelled all prescheduled tweets
 - Used Twitter and Facebook to send updated notice about traffic changes
 - Sent periodic updates to community contacts
 - Updated website and monitored social media

Overall Results

- Timely, accurate regional traffic information
- Customer service saturation along West Nursery Road corridor
 - Successfully anticipated special needs (theater, IMF, hotels)
 - One initial complaint regarding bus service led to change in communication between SHA liaison and MTA

Correspondence MTA coordination

Changed from general contact list to direct phone and email communication with planning chief

Robert Rager

Eddy Okoro From:

Monday, November 05, 2012 9:23 AM Sent: To:

Robert Rager

RE: Monday update - #17 bus Subject:

Good Morning, Bob:

Thanks for checking in with me on this. So far, I haven't received any complaints. We used the times shown in the flyer you circulated in the bulletin to our drivers. If by Thursday morning there're no complaints, we'll use the same diversion as last weekend.

Take care,

Eddy Okoro

Chief, Transit Service Planning Service Development Dept. 1515 Washington Blvd. Baltimore, MD 21230

Phone: (410)454.7113 Fax: (410)454.7111

From: Robert Rager

Sent: Monday, November 05, 2012 9:17 AM

To: Eddy Okoro

Subject: Monday update - #17 bus

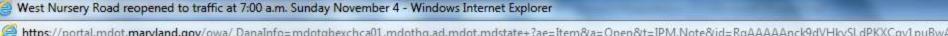
Eddy,

How did the #17 weekend bus routes work? Any complaints? Did you get the road closure/opening information from us in time to help with the route changes? Anything we can do better for next weekend when we do the second bridge?

Bob Rager District Community Liaison Maryland State Highway Administration 410-841-1020

Overall Results (continued)

- Updates and visual progress pushed out almost immediately
 - Nearby hotel provided after hours access, wifi for camera control and email updates
 - Updates and photos formatted immediately and sent to social/web media coordinator for weekend distribution
 - No complaints from business corridor during bridge move weekends



https://portal.mdot.maryland.gov/owa/,DanaInfo=mdotqbexchca01.mdothq.ad.mdot.mdstate+?ae=Item&a=Open&t=IPM.Note&id=RqAAAAAnck9dVHkySLdPKXCqy1puBwAe



Reply

Reply to All



















Robert Rager

Sent: Sunday, November 04, 2012 7:11 AM

Glenn Smith (RT4726@rubytuesday.com); Steven Jaffe (steven.jaffe@marriott.com); Jason Baker (jbaker.wncinemas@yahoo.com); Chrag Patel (chipatel82@gmail.com); Michelle Emley (mi Shazad Ansari (shazad ansari (shazad ansari (shazad ansari (bilaton com); Nicolle Grant (bba@extendedstay.com); Howard Van Kirk (hvankirk@ccmit.org); Jean Farnsworth (jean farnsworth@copt.com); Michelle Bland (n Jackie Morrell (jackie.morrell@hilton.com); Laura Liquornik (laura.liquornik@hilton.com); Danny Paucar (danny.paucar@marriott.com); Earl Baker (lq2045gm@laquinta.com);

Steven Hock (steven.hock@countryinns.com); Derik Hoerning (derik.hoerning@countryinns.com); Jess Herbert (jess.herbert@hyatt.com); Roxanne Rivera (rrivera@stevensmanagement.ne Fmile Debeia PAV: Fmile Debeia @41 (443) 577-21011. John Compton (etaubridgebusing@bayusondhotale.com). Andrew Brenneman (unit 500@bohevane.com). William Rennetron (william be

TO: West Nursery Road businesses

FROM: Bob Rager, SHA

SUBJ: Reopening of West Nursery Road on Sunday, November 4

Placement of the new West Nursery Road bridge over MD 295 northbound went very well last night. The bridge was rolled down MD 295, set and anchored in place 4:30 a.m., and West Nursery Road was reopened at 7:00 a.m.

With good weather, SHA hopes to repeat this process for the southbound bridge next weekend, November 9-11.

There will be work at the new bridge sites for the next few weeks but this should not require a complete closure of West Nursery Road.

As always, thank you for your patience and don't hesitate to contact me anytime with questions.

Kind Regards,

Bob Rager Maryland State Highway Administration District Community Liaison 410-841-1020 443-463-3768

One of many short up provided to corridor businesses



After the bridge moves...

- Updates and progress photos continued via web and social media long after the bridge moves were over
 - Important to acknowledge ongoing work
 - Citizen issues following bridge moves included steel plates and lane reduction across bridges



media(Photos & Videos) Gallery

PROJECTS & STUDIES

COMMUTER & TRAVEL

SAFETY PROGRAMS

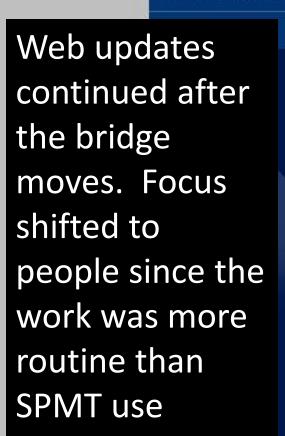
ENVIRONMENT & COMMUNITY

INFORMATION CENTER



December 3 - As the fill is placed throughout the night, workers use a "jumping jack" to compact the material. When the backfilling and comp operations are done, base asphalt is placed. Final paving of these are take place later, in conjunction with final paving of the West Nursery R bridge approaches.







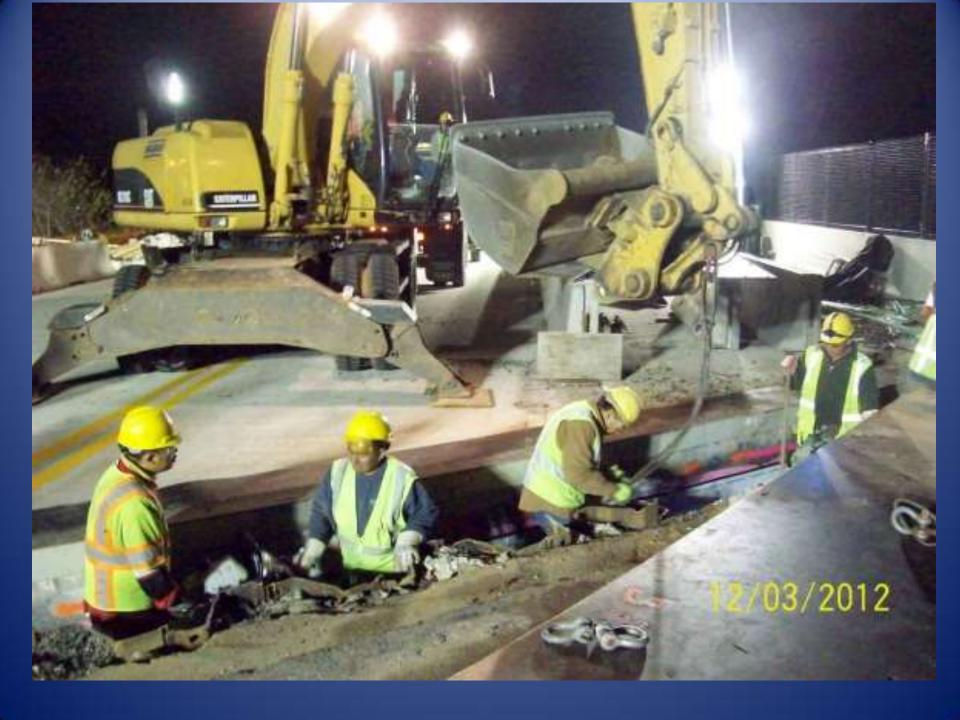
December 3 - While the area is backfilled, another crew works to cut a remove the tops of the steel "sheet piles" that were driven deep into th ground to stabilize the road bed and create a safe work area.



December 3 - Crews worked overnight to fill the bridge ends in prepara for base asphalt. This work eliminated the steel plates that had been covering the bridge/road joint areas for several months.



November 10 - The old West Nursery Road bridge over southbound M is carried by self-propelled modular transporters (SPMTs) to the media staging area for demolition.



Results – Load Shift

- Load shift was an operational crisis, not a communications crisis because there were no injuries, no new closures and no new detour routes to communicate
- Social media and conventional press employed early and often to convey traffic updates including queue lengths, as well as expected opening times
- No negative press
- No public/political complaints

Detour-in-Place = Ace-in-the-Hole for media and outreach

Lack of detour would have yielded much different outreach effort

Focus would have included laterals – getting cars off MD 295 and untangling those routes

Summary

- Inform regionally, educate locally
- Attention to detail events, alternate routes
- Face time builds good working relationships
- Use each medium effectively social (traffic & progress), web (documents/multimedia), print (advance warning, feature) and broadcast (advance warning, ongoing traffic)

Follow-up

- Survey of corridor hotels/businesses coming in January/February
 - What did SHA do right/wrong?
 - What could we have done better?
 - Business impacts?
 - Customer complaints?
 - Were the detour cards useful?

Questions?