



“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 business leaders
 - Educate vs. inform
 - 4 minute presentation looped on hotel television and also placed on SHA web



Bridges in Motion

What to expect during weekend bridge moves

- West Nursery Road closed at MD 295 Friday night through Sunday morning
- MD 295 closed at West Nursery Road Friday night and Saturday night
- West Nursery Road detour using MD 295
- MD 295 traffic uses on/off ramps to bypass work area

West Nursery Road Bridge Replacement Project



Open
Sleep
Please
Thank You

Project
presentation on
hotel lobby TV

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

Baltimore[™]



Media Coverage

State to replace Linthicum bridges almost overnight - CapitalGazette.com: Government - Windows Internet Explorer

http://www.capitalgazette.com/maryland_gazette/news/government/state-to-replace-linthicum-bridges-almost-overnight/article_734e70e2-a773...

Formerly HometownAnnapolis.com

The Capital Maryland Gazette Crofton-West County Gazette Bowle Blade-News

Welcome! Login Signup

BALTIMORE-WASHINGTON PARKWAY (MD295) TO CLOSE OVERNIGHT AT WEST NURSERY RD FOR TWO WEEKENDS: OCTOBER 19-21 & 26-28

West Nursery Rd closed entire weekend. Need more info? www.roads.maryland.gov

SHA
State Highway Administration

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Partly Cloudy

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State to replace Linthicum bridges almost overnight

Story Comments Image (3) Share Print Font Size


Tweet 2

Previous Next

Posted: Friday, October 19, 2012 2:00 pm | Updated: 2:37 pm, Fri Oct 19, 2012.

By TIM PRUDENTE Staff Writer | 0 comments

Most drivers will be asleep Saturday night when an engineer presses the ignition and two V8 Mercedes engines growl to life.



Done Internet | Protected Mode: Off 125% 2:45 PM 10/19/2012

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 in2 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**



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

SHA Twitter Page

The screenshot shows the MD State Highway Administration (MDSHA) Twitter profile page. The browser window title is "MD State Highway Adm (MDSHA) on Twitter - Windows Internet Explorer". The address bar shows "http://twitter.com/MDSHA". The page features the MDSHA logo and a bio: "SHA manages numbered, non-tolled routes in MD. For Customer Service visit <http://bit.ly/aQDrOD> or call 1-800-323-6742. This account is monitored M-F 9am-4:30pm. Maryland, USA - <http://www.roads.maryland.gov>". The profile statistics show 4,488 tweets, 561 following, and 7,002 followers. A "Follow" button is visible. The "Tweets" section displays a tweet from MDSHA (@MDSHA) about weekend work announcements, a retweet by Ray LaHood (@RayLaHood) regarding Halloween safety, and a tweet from MDMEMA (@MDMEMA) about potential back-ups. The left sidebar includes a "Follow MD State Highway Adm" sign-up form and a "DAD CLOSURE" announcement for the Altmore-Baltimore Parkway. The bottom of the page shows the Twitter footer with copyright information and a tip to avoid back-ups.

MD State Highway Adm (MDSHA) on Twitter - Windows Internet Explorer
http://twitter.com/MDSHA
File Edit View Favorites Tools Help
Favorites HootSuite (2) Facebook Ads MD State Highway Adm...
Have an account? Sign in

MARYLAND
SHA
State Highway Administration
The Official Twitter account of the Maryland State Highway Administration
www.roads.maryland.gov

Tweets
Following
Followers
Favorites
Lists

Follow MD State Highway Adm
Full name
Email
Password
Sign up

MD State Highway Adm @MDSHA
"WEEKEND WORK ANNOUNCEMENT" Find out if our weekend projects may impact your travel plans here-> ow.ly/aLA1Z #mdtraffic #dcbratiff
Expand

Ray LaHood @RayLaHood
#Halloween is scary enough; @NHTSAGov urges you to keep it safe by driving sober 1.usa.gov/SyU5MZ
Retweeted by MD State Highway Adm
Expand

MDMEMA @MDMEMA
Tip: To avoid potential back-ups that may cause leaks into the home, clear your cache & download of Fellen Secure

DAD CLOSURE
ALTMORE-BALTIMORE PARKWAY (ROUTE 1)
Closed overnight from 10:00pm to 6:00am on Wednesday, Oct. 31, 2012. All lanes to closed under construction. For more information, visit www.maryland.gov

© 2012 Twitter. About Help Terms Privacy

Done Internet | Protected Mode Off 100% 1:35 PM 10/25/2012

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 and 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 web



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PROJECT DOCUMENTS

Project	Schedule	Documents	Contacts	Map(s)	Media	Feedback	FAQ
County:	Anne Arundel	Project Number:	AA259_51				
WEST NURSERY ROAD TC11 - WEST NURSERY ROAD OVER MD 295 (NB AND SB)							

Purpose and Need Statement

-

Informational Public Workshop

- [1. Public Meeting Announcement \(PDF, 465KB \[estimated 1 minutes at 56k\]\)](#)

Additional Documents

- [1. Press Release Project Start \(PDF, 121KB \[estimated <1 minutes at 56k\]\)](#)
- [2. Fact Sheet 1 Basic Information and FAQ \(PDF, 290KB \[estimated <1 minutes at 56k\]\)](#)
- [3. Fact Sheet 2 Bridge Details \(PDF, 243KB \[estimated <1 minutes at 56k\]\)](#)
- [4. Fact Sheet 3 SPMTs at Work \(PDF, 234KB \[estimated <1 minutes at 56k\]\)](#)
- [5. Traffic Impacts \(PDF, 296KB \[estimated <1 minutes at 56k\]\)](#)
- [6. Detour Card for West Nursery Road \(PDF, 394KB \[estimated <1 minutes at 56k\]\)](#)
- [7. Aerial View of Location \(PDF, 6374KB \[estimated 15 minutes at 56k\]\)](#)
- [8. Detail of Detour Plan - MD 295 \(PDF, 986KB \[estimated 2 minutes at 56k\]\)](#)

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 **



Detour Routes

- West Nursery Road east to MD 295 north
- West Nursery Road west to MD 295 south
- Work Area

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

From: Eddy Okoro
Sent: Monday, November 05, 2012 9:23 AM
To: Robert Rager
Subject: RE: Monday update - #17 bus

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



West Nursery Road reopened to traffic at 7:00 a.m. Sunday November 4

Robert Rager

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

Bcc: Glenn Smith (RT4726@rubytuesday.com); Steven Jaffe (steven.jaffe@marriott.com); Jason Baker (jbaker.wncinemas@yahoo.com); Chrag Patel (chipatel82@gmail.com); Michelle Emley (michelle.emley@hilton.com); Shazad Ansari (shazad.ansari@hilton.com); Nicolle Grant (bba@extendedstay.com); Howard Van Kirk (hvankirk@ccmit.org); Jean Farnsworth (jean.farnsworth@copt.com); Michelle Bland (michelle.bland@hilton.com); 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.net); Emila Debraia (EAV; Emila Debraia@+1 (443) 577-2101); John Compton (staubridgeshwinm@baywoodhotels.com); Andrew Brennan (unit_500@hobsons.com); William Bergstrom (william.bergstrom@hilton.com)

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 ups provided to corridor businesses



Typical progress photo during bridge move weekend

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

- PROJECTS & STUDIES
- COMMUTER & TRAVEL
- SAFETY PROGRAMS
- ENVIRONMENT & COMMUNITY
- INFORMATION CENTER

Web updates continued after the bridge moves. Focus shifted to people since the work was more routine than SPMT use

media(Photos & Videos) Gallery



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



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



December 3 - Crews worked overnight to fill the bridge ends in preparation 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 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?