

91 Express Lanes Pavement Rehabilitation and Variable Message Sign Replacement Project

Presentation to OCTA Finance and Administration Committee



Project Overview



- 91 Express Lanes self-sustaining
- 91 Express Lanes revenues pay for all improvements
- Repaves 91 Express Lanes and replaces channelizers
 - Ten-mile, four-lane facility
 - 20 lane-miles in each direction
- Replaces six changeable message signs (CMS)
- Includes other work i.e. electrical, guardrail, striping, pavement markers, etc.

Estimated Schedule



- Construction starts summer 2016
- Construction completion January 2017
- Estimated ten, 56-hour weekend closures to pave entire facility
 - Estimated five weekends in each direction
 - 91 Express Lanes closed and rolling closure of #1 general-purpose lane
 - No closures on holiday weekends
- Intermittent off-peak, overnight closures of 91 Express Lanes for non-paving work
- Subject to change due to unforeseen operational challenges or inclement weather

Communication Goals

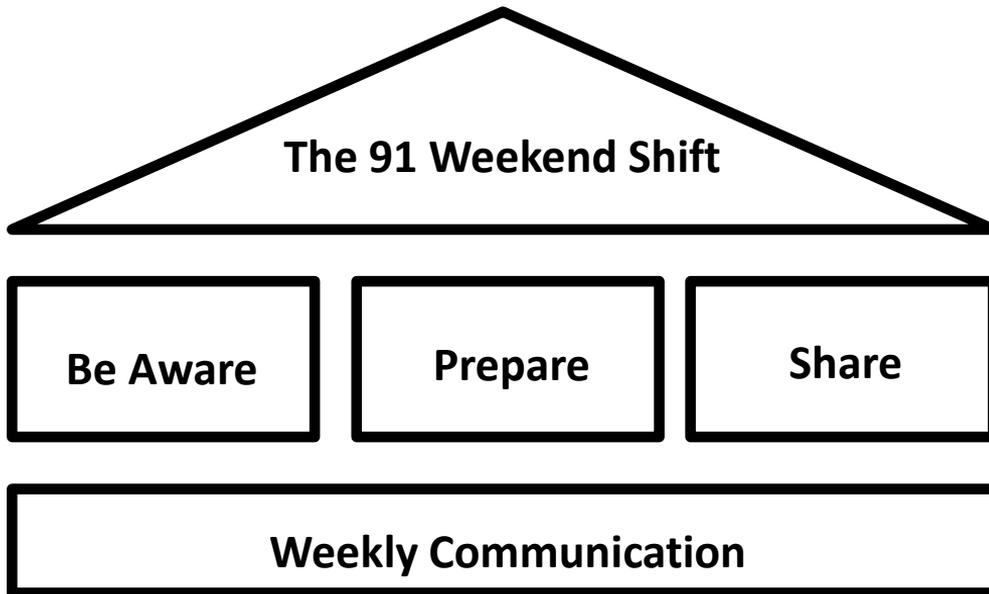


- Establish and sustain project awareness among stakeholders
- Engage and update news media and traffic reporters
- Inform motorists and the public of construction activities, closures, progress, and safety requirements
- Promote alternate routes and modes of transportation
- Preserve customer relations
- Highlight 91 Express Lanes capital improvements are self-funded
- Share information via a network of partners

Project Partners



Branding and Messaging Example



**Starting this Friday,
The 91 Weekend Shift is On!**

Be Aware!

- Lane closures on WB 91 from Green River to Weir Canyon to safely repave 91 Express/Corridor.
- Expect up to 1 hour delay, stop-and-go traffic.

Prepare!

- Avoid the 91, if possible.
- Opt for WB 60, WB 10 or see other options here.
- Leave early, plan for delays!

Share!

- Share and forward info to your family, friends, teammates, neighbors and others.

Public Communications and Outreach



Government Relations

- Briefings
- Project updates
- Message points
- Social media
- Collateral materials
- Support staff



Community Outreach

- Permanent and portable changeable message signs
- Local and regional outreach
- Digital communications
- Direct mail
- Community canvassing
- Advertising
- Communications toolbox



Media Relations

- Media advisories
- Press releases
- Updates, briefings, and interviews
- Crisis communications



Partnerships

- Scalable communications
 - Messaging on partner websites
 - E-blasts to constituents
 - Social media channels
- Ongoing feedback, collaboration, problem-solving

BE AWARE, PREPARE & SHARE!



Variable Message Signs



Next Steps



Description	Target
Briefings / Community Outreach	Ongoing
Changeable Message Sign Activation	July 2016
News Release/Media Briefs	July 2016
Radio Spots	TBD
Direct Mail	July 2016

