

Communications Work Plan: Tower Road Widening Project Construction

Date: April 29, 2016

Activities: Construction communication plan for the Tower Road widening project

Activity Facts:

- Commerce City is breaking ground on the Tower Road widening project on May 10 at 2 p.m. Contractor NTP is estimated on May 16 with construction beginning thereafter. The project is estimated to complete in December 2017.
- The project consists of the following elements:
 - Reconstructing and widening the existing roadway from 80th Avenue to 103rd Avenue (approximately 2.9 miles in length).
 - The new roadway will have curb and gutter with two vehicular travel lanes and an on-street bike lane in each direction (north/south), a raised landscaped median, LED street lights, a ten-foot wide meandering multi-use path (west side) and a six-foot wide sidewalk (east side).
 - Other improvements include: undergrounding the overhead electric line and relocating other dry utilities to outside of the new pavement; water and sanitary sewer main lines and crossings to support future development; major drainage structures at Second Creek and Gramma Gulch
- Construction impacts will be communicated to the public in a timely manner.
- Construction milestones will be promoted to the public to show progress and encourage excitement for the project.
- Due to the commuter nature of this project area, comprehensive communication outreach will be performed both locally and regionally via media, social media, website, email to stakeholders/business owners/land owners/developers/HOAs/schools/advisory committees/boards/commissions/local governments/DIA/CDOT/E-470/etc.

Messages:

- Commerce City is beginning construction of the Tower Road widening project on May 10 at 2 p.m. and expects completion in late 2017 (weather dependent).
- The project includes the reconstruction and widening of the existing roadway from 80th Avenue to 103rd Avenue (approximately 2.9 miles in length).
- The new roadway will have curb and gutter with two vehicular travel lanes and an on-street bike lane in each direction (north/south), a raised landscaped median, LED street lights, a ten-foot wide meandering multi-use path (west side) and a six-foot wide sidewalk (east side).
- Traffic is rapidly increasing as businesses and residents continue to populate the third fastest growing city in the state.
- With proximity to DIA, two future RTD rail stations and six major highways, Commerce City needed to improve Tower Road to create a more efficient means of travel.
- This widening project will benefit commuters by adding an extra lane in each direction, which will greatly improve traffic flow through this busy arterial roadway.
- The addition of bike lanes, sidewalk and multi-use path will provide pedestrians and cyclists a safer commute in this heavily traveled area.
- This is the first corridor in the city that will implement new signals equipped with the flashing yellow arrow capability for permissive left turns.
- LED street lighting will be owned and maintained by the city. These will not only save costs upfront but will cost less to maintain over their lifetime due to lower energy use. The lights will be equipped with banner poles so the city can install banners seasonally and/or use as a public art option.
- Landscaping is designed to be environmentally conscious. All plants are drought-tolerant which means lower water usage. Additionally, drip irrigation will be used to avoid water overspray on the road. The team has created pockets of landscaped areas within the median, along with trees, where they don't interfere with

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sight lines. There will be more boulders and rock used than in other median landscaping around the City to create visual interest and year-round color.

- Two landscaped areas, with trees and benches, will be constructed adjacent to the sidewalk at 96th Avenue and another at the Second Creek underpass crossing.
- Working with the city's Healthy Eating & Active Living (HEAL) group, one of these areas near the Second Creek underpass will be outfitted with fruit trees and an area for public art. Staff will work with LiveWell Commerce City to identify a school group or other group to harvest the fruit each season.
- Additional opportunities for public art are being evaluated through the city's public art consultant and will be installed prior to project completion.
- Additional improvements include:
 - Undergrounding the overhead electric line and relocating other dry utilities to outside of the new pavement
 - Water and sanitary sewer main lines and crossings to support future development
 - Major drainage structures at Second Creek and Gramma Gulch
 - A regional drainage system referred to as "T88 Drainage Improvements"
- The project designer is Huitt-Zollars, Inc. and the construction contractor is Flatiron Constructors, Inc.
- The total project budget is \$51.1 million.
- Project will be constructed in phases with one lane of traffic in each direction maintained for the majority of time. There may be the need for periodic detours and/or closures, which would necessitate one-way traffic.
- In addition to this project, a new on-ramp to westbound Pena Boulevard is being designed this year with construction expected to begin in 2017 and complete in early 2018.
- The Tower Road widening project is one of five projects in Commerce City's capital improvement program. Commerce City's \$137 million capital improvement program is made possible from a 2013 voter-approved 1-percent sales and use tax increase for new parks, recreation and road projects. Through participation from residents, business and city council, the city's vision of a Quality Community for a Lifetime can be realized with improved mobility, greater access and increased recreational opportunities. The City is committed to completing the first five projects by Jan. 1, 2019. Learn more at www.c3gov.com/QCL or 303-C3-WORKS (303-239-6757).

Schedule Milestones:

- *The below dates will be filled out with construction activity per the contractor's work schedule.*
- *This is a working document. Dates are tentative and subject to change per schedule due to weather, permits and other factors.*
- **BOLD** items are large milestone activities, such as:
 - *Groundbreaking*
 - *Traffic Switches*
 - *Lane Closures*
 - *Utility Shutoffs*
 - *Paving*
 - *Detours*
 - *Project Completion*
- Overall Site
 - Late April
 - Construction Notification
 - Mobilization
 - May
 - **Groundbreaking Ceremony**
 - June
 - July
 - August

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- September
- October
- November
- December
- January 2017
- February 2017
- March 2017
- April 2017
- May 2017
- June 2017
- July 2017
- August 2017
- September 2017
- October 2017
- November 2017
 - **Grand Opening**

Tools and Tactics:

- Calendar
- Media advisories
- Press releases
- Website
- Social media
- Connected articles
- Stakeholder emails
- HOA notifications
- Business notifications
- Flyers and posters
- Updated video
- Signage
- Hotline
- Quarterly email update

Construction Stakeholder Matrix (Additional timely tools/tactics will be added as needed throughout project):

Specific Stakeholder	Tools/Tactics	Timing	Staff Lead	Date Completed
General public	<ul style="list-style-type: none"> ● Media Advisory ● Press release ● Website ● Facebook/Twitter ● Quarterly email update 	<ul style="list-style-type: none"> ● 5/3 ● 5/10 ● 4/26 ● 5/3,5/10 ● July, Oct., Jan, April, July, Oct. 	<ul style="list-style-type: none"> ● Michelle ● Michelle ● Robert ● Robert ● Angela/Maddy 	<ul style="list-style-type: none"> ● . ● . ● 4/26 ● . ● .
City residents -HOAs/Land Owners <ul style="list-style-type: none"> ● Reunion 	<ul style="list-style-type: none"> ● May Connected article ● Calendar 	<ul style="list-style-type: none"> ● May ● 4/26 	<ul style="list-style-type: none"> ● Angela ● Angela 	<ul style="list-style-type: none"> ● 4/15 ● 4/26

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<ul style="list-style-type: none"> • Southlawn at Reunion • Parkside at Reunion • Gallery at Reunion • Back Nine at Reunion • Settler's Crossing • Second Creek Farms • Prairie Farms • Swink Property • Prime Sites • Villages at Buffalo Run East and West • The Greens at Buffalo Run/Reserves • Fronterra • Turnberry • Potomac Farms <p>-Adjacent Land/Property Owners</p> <p>-School District 27J</p> <ul style="list-style-type: none"> • Second Creek Elementary • Turnberry Elementary • Stuart Middle • Prairie View Middle • Prairie View High <p>-Private Schools</p> <ul style="list-style-type: none"> • Landmark Academy • Primrose Academy • OPENair Academy <p>-Businesses</p> <ul style="list-style-type: none"> • DIA Tech Center • Canopy DIA 	<ul style="list-style-type: none"> • Email w/ flyer to HOAs schools, businesses • Email/letter to Tower Road land owners • Flyers & posters at corridor businesses 	<ul style="list-style-type: none"> • 4/26 • 4/26 • 5/3 	<ul style="list-style-type: none"> • Angela • Angela • Angela/Maddy 	<ul style="list-style-type: none"> • 4/26 • 4/26 •
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<ul style="list-style-type: none"> Parking • AVR Van Rental • Conoco-81st • 7-Eleven-81st • Republic Services Tower Landfill • United Power • Sonic Drive-In • Starbucks • Treasured Teeth • Reunion Car Wash • Conoco-Reunion • Reunion Wine & Spirits • Snap Fitness • Del Taco • Yum Asian Fusion and Sushi • Wells Fargo • Subway • Supercuts • Reunion Rec Center & Pool • Reunion Dental Care • Archibald Family Dentistry • Rocky Mountain Urgent Care 				
<p>City council, staff and project team</p>	<ul style="list-style-type: none"> • Groundbreaking invitation • Quarterly email update 	<ul style="list-style-type: none"> • 4/26 • July, Oct., Jan, April, July, Oct. 	<ul style="list-style-type: none"> • Angela • Angela/Maddy 	<ul style="list-style-type: none"> • 4/26 •
<p>Local agencies, elected, committees, boards, commissions</p> <ul style="list-style-type: none"> • DIA 	<ul style="list-style-type: none"> • Email with attached flier 	<ul style="list-style-type: none"> • 4/26 	<ul style="list-style-type: none"> • Angela 	<ul style="list-style-type: none"> • 4/26

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<ul style="list-style-type: none"> • CDOT • E-470 Authority • Denver • South Adams Fire • South Adams Water and Sanitation • Utility Owners • PD • Adams County Open Space • Reunion Metropolitan District • Elected Officials • CIP CAC • QCI Stakeholder Group • Quality Community Foundation • Youth Commission • Senior Advisory Committee • Cultural Council • Historical Society • Adams County Commissioners and Managers • CC Business and Professional Association (CCBPA) • Zoning Board • Housing Authority • Liquor Authority 				
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