AGENDA
Rt. 29 Project Delivery Advisory Panel
Meeting 37
February 4, 2016
2:00 pm - 4:00 pm
Virginia Transportation Research Council
530 Edgemont Road
Charlottesville, Virginia 22903

A. Standing Agenda Items

1. Introductions
   - Advisory Panel Members
   - Technical Team
   5 minutes

2. Review public interaction and feedback
   10 minutes

3. Report on PDAP recommendations and requests
   10 minutes

4. Panel feedback and future agenda suggestions
   10 minutes

5. Construction milestone schedule
   5 minutes

6. Rt. 29 Solutions project and key closure updates
   - Rt. 250 / 29 Interchange
   - Rio Grade-Separated Intersection
   - Route 29 Widening
   - Berkmar Extension
   - Signal System
   - Hillsdale Extension
   20 minutes

B. New Agenda Items

7. Budget update
   10 minutes

8. Overview of Rio GSI overhead and ground-mounted sign locations
   10 minutes

9. Business Assistance presentation (Matt Thornhill, SIR)
   15 minutes

10. New business and wrap up
    5 minutes

11. Adjourn
Rt. 29 Solutions Project Delivery Advisory Panel

February 4, 2016
Agenda item 1: Introductions

Project Delivery Advisory Panel

Technical Team
Agenda item 2: Interaction and Feedback

Live Streaming

<table>
<thead>
<tr>
<th></th>
<th>Jan 21, 2016</th>
<th>Jan 7, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Viewers:</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>Streams:</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>Average Minutes per stream:</td>
<td>20</td>
<td>28</td>
</tr>
</tbody>
</table>
Agenda item 2: Interaction and Feedback (continued)

For the period Jan 18, 2016 - Feb 1, 2016

Inbox comments: 7 emails
• 1 suggested improvements to left-turn lane from Rt. 250 East to Hydraulic Rd.
• 1 regarding the timing of early morning lane closures for Rt. 29 Widening
• 5 requested to be added to weekly traffic alerts and newsletter mailing list

Web Provide Input: 1 comment and response
• Repeat complaint regarding condition of pavement in right-turn lane to Albemarle Square

Project Hotline 844-220-5540: 1 call
• 1 concerning method for installation of tie-backs at Rio GSI
Agenda item 3: Report on Panel Feedback

Rt. 29 accidents 2015 v. 2014

- November 2015 data still not available for comparison
- Joel DeNunzio continues to monitor and will provide comparative data as soon as available from official state database
Agenda item 3: Report on Panel Feedback (continued)

Staining of Rio GSI retaining walls and Best Buy ramp noise wall

- At Jan 21 PDAP we identified 6 colors as those used at McIntire Interchange. That was not correct.

- The colors referenced on Jan 21 were actually used for staining the Meadowcreek Bridge on the John Warner Parkway.

- Six specific stains for McIntire are: Ash Trai Wash, Bluffstone, Chert, Soapstone, Shale and Pumice.

- Rio GSI retaining walls, Rt 29 /250 noise wall and the Berkmar bridge parapet wall and barrier wall will be stained to replicate the stain used at the McIntire Interchange.
Agenda item 4: Panel Feedback and Suggestions for Future Agenda Items

Open Discussion
## Agenda item 5: Construction Milestones

<table>
<thead>
<tr>
<th>Project</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec</td>
<td>Jan</td>
</tr>
<tr>
<td>Rio Road GSI</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drive Abutment Piles</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Utility Relocation</td>
<td>(95%)</td>
<td>100%</td>
</tr>
<tr>
<td>Set retaining wall piles and widen roadway</td>
<td>(40%)</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rt. 29 Widening</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 1 Grading and Drainage</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temp. Signals</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Utilities relocation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROW Acquisition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(80%) 100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 1 Paving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROW Acquisition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Abutment Excavation</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Rough Grading South of River</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>ROW Acquisition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utility Relocation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(0%) 40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 1 Paving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROW Acquisition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MSE Wall</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Pavement Widening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(30%) 40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Paving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(0%) 0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sound Barrier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(10%) 20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction Complete</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under way</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Late</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

( % ) %complete prior reporting period
Agenda item 6: Rt. 29 Solutions Project Updates

Rt. 250 / 29 Interchange

Work this week
- Continue installation of storm drainage structures in the median of Route 250
- Continue subgrade preparation along Route 250 WB (turn lane extension and widening)
- Begin sound barrier post installation along Route 250 WB
- Begin sound barrier foundation drilling for Sound Walls along 250 EB
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 250 / 29 Interchange (continued)

Significant lane closures this week

- Inside and outside lanes of Route 250 EB and WB from Hydraulic to Barracks (lane closure dependent upon work activity)
- Ramp shoulder closures for storm drain installations
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 250 / 29 Interchange (continued)

Work next two weeks

• Complete installation of storm drainage structures in the median of Route 250
• Continue installation of storm drainage structures along the Barracks Road on ramp
• Continue installation of sound barrier posts along Route 250 WB
• Continue subgrade preparation along Route 250 WB
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 250 / 29 Interchange (continued)

Anticipated significant upcoming lane closures

• Inside and outside lanes of Route 250 EB and WB from Hydraulic to Barracks (lane closure dependent upon work activity)
• Ramp shoulder closures for storm drain installations
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection

Work this week
• Underdrain, grading, curbing for corner widening
• Island demolition (29 SB to Rio WB)
• Pile installation for retaining walls and concreting
• Storm drain installation in NE, SW, and SE quadrants
• Continue Fashion Square retaining wall
• Install tie-back anchors
• Perform conduit bores for signals
• Complete gas main relocation
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection (continued)

Significant lane closures this week (nighttime)

• Rio crossover closed at nighttime restricting thru movements and left turn movements. Right turns will be open.
• Rt. 29 triple lane closures northbound and southbound
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection (continued)

Work next two weeks

- Underdrain, grading, curbing for widening
- Island demolition (29 SB to Rio WB)
- Pile installation for retaining walls and concreting
- Storm drain installation in NE, SW, and SE quadrants
- Continue Fashion Square retaining wall
- Install tie-back anchors
- Complete conduit bores for signals
- Abutment A formwork
- Gas main service connections
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection (continued)

Anticipated significant upcoming lane closures (nighttime)

- Rio crossover closed at nighttime restricting thru movements and left turn movements. Right turns will be open.
- Rt. 29 triple lane closures northbound and southbound
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 29 Widening

Work this week

- Install temporary drainage structures
- Continue median grading
- Utility relocations (CenturyLink, Dominion, Fiberlight, Lumos)
- Grading for pond 3 location
- Preparation for culvert jack and bore under Route 29
- Pond 2 clearing
- Signal borings at Ashwood Boulevard
- DEQ site visit
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 29 Widening

Significant lane closures this week (nighttime)

- Route 29 left lane closure NB and SB
Route 29 Solutions

Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 29 Widening (continued)

Work next two weeks

• Install temporary drainage structures
• Continue median grading
• Utility relocations (CenturyLink, Dominion, Fiberlight, Lumos)
• Grading for pond 3 location
• Begin culvert jack and bore installations under Route 29
• Pond 2 clearing
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 29 Widening (continued)

Anticipated significant upcoming lane closures (nighttime)

- Route 29 left lane closure NB and SB
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Berkmar Extended

Work this week

• Abutment A pile driving and concrete placement
• Construct leveling pad for MSE wall
• DEQ site visit

Significant lane closures this week

• None
Berkmar Extended (continued)

Work next two weeks

- Abutment A pile driving and concrete placement
- Construct leveling pad for MSE wall
- Begin MSE wall construction

Significant upcoming lane closures

- None
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Signal Updates

Work this week

• Design of signal improvements and contract (task order) development
• Schedule development

Significant lane closures this week

• None

Work next two weeks

• Design of signal improvements and contract (task order) development
• Schedule development

Significant upcoming lane closures

• None
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Hillsdale Extended

Work this week

• 90% Plan review
• Stage II Bridge plan review
• Complete remaining appraisal work
• Continue making offers to property owners
• Finalize MOU with County for Stormwater Management Basin
• Finalize settlement/closing documents for USPS property (offer accepted)
• Complete demolition plan revisions
• Update construction estimate for 90% plans
Hillsdale Extended (continued)

Work next two weeks

- Begin Final Road Plans
- Begin Final Bridge plans
- Final plat preparation
- Prepare special provisions
## Agenda item 7: Budget Review and Update

<table>
<thead>
<tr>
<th>Route 29 Solutions Budget Update - Feb 4, 2016 PDAP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>As of Feb 1, 2016</strong></td>
</tr>
<tr>
<td><strong>Construction Contracts</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Preliminary Engineering Budgets</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Agenda item 8: Overhead and Ground-Mounted Signs at Rio GSI

**Route 29 Solutions**

- Ground Mounted Sign: 615’
- Lane Split: 1,075’
- Overhead Sign: 1,700’

- Ground Mounted Sign: 850’
- Lane Split: 1,150’
- Overhead Sign: 1,475’

XXX’ = distance from sign to Rio / Rt. 29 intersection
Agenda item 8: Overhead and Ground-Mounted Signs at Rio GSI (continued)

Rt 29 NB Overhead Signs
Agenda item 8: Overhead and Ground-Mounted Signs at Rio GSI (continued)

Rt 29 SB Overhead Signs
Agenda item 8: Overhead and Ground-Mounted Signs at Rio GSI (continued)

Ground-Mounted Signs
Agenda item 9: Business Assistance Program

Chip Boyles and Lee Catlin: Introduction

Matt Thornhill: Presentation
Today’s Agenda

• Review overall communications strategies for RIO and 29 effort in support of impacted businesses.
• Reveal overall creative concept and initial ad and promotional materials.
• Share paid media plan.
• Discuss public relations efforts, website, social media, and planned local media support.
• March 15th kick-off event.
Overall Communications Strategies

• Encourage residents/customers/shoppers/visitors to continue to support affected businesses, retailers, and restaurants along the Rio Road/Route 29 intersection during construction this summer.
• Refer to the area as “Rio and 29” throughout.
• Leverage that it’s local citizens who run/manage these businesses, and through no fault of their own, their business is being impacted by the construction.
Overall Message Platform

- Communicates the location clearly and succinctly in a memorable manner.
- “Worth the drive” offers residents a reason to endure the construction hassles to support local businesses.
Message Strategy and Components

Our overall approach is to blanket the media and the market with messages to remind residents of the Rio and 29 area from April through October.

Newspaper ads

Posters

Decals/Stickers

:30 TV Spots

:30 Radio Spots

:30 Cable TV Spots

Custom Signage

Door Hangers

Rioand29.com

Facebook Ads
In addition to paid media, we will also seek free media coverage with stories, live remotes, news features, on-air interviews and other public relations tactics to share the message that Rio and 29 are “worth the drive” during construction.
Overall Creative Concept

• We will profile impacted businesses from all four quadrants and tell their story. These profiles will show real, local people who depend on their neighbors as customers. The tone will be warm, friendly, and inviting – not desperate or needy.

• The featured people will be shown in TV and print ads, and their stories shared via radio spots as well.

• All ads will invite local residents to support these businesses and that all business in the area are “Worth the Drive.”
Worth the Drive

• We will profile impacted businesses from all four quadrants and tell their story. These profiles will show real, local people who depend on their neighbors as customers. The tone will be warm, friendly, and inviting – not desperate or needy.

• The featured people will be shown in TV and print ads, and their stories shared via radio spots as well.

• All ads will invite local residents to support these businesses and that all business in the area are “Worth the Drive.”
The “Worth the Drive” logo will be distributed widely, and we are producing 2,500 oval car stickers that can be placed anywhere and everywhere.
Newspaper Concepts

Meet Jen Poole:
Rio and 29 FRAMER

Jen Poole and her husband, Mike, own The Great Frame Up, in the Rio Hill Shopping Center. Right in the middle of the road construction this summer at Rio and 29.

And it’s open for business.

Jen’s been there since 1996, where she found a life-long passion, and a life-long partner in Mike, whose parents ran the store.

She’s as loyal to the area as her customers are to her.

That’s true all along Rio and 29. Despite the road work businesses want you to know...

Info on how to navigate to Jen’s store and every business during construction can be found online: Rioand29.com

Meet Kevin Carson:
Rio and 29 OWNER

In 1997 Kevin Carson started Charlottesville Power Equipment, located behind Albermarle Square. Which is right in the middle of the road construction this summer at Rio and 29.

And it’s open for business.

Kevin and his wife Lisa own the company and feel fortunate to have been successful over all these years. He’s as loyal to the area as his customers are to him.

That’s true all along Rio and 29. Despite the road work businesses want you to know...

Info on how to navigate to Kevin’s store and every business during construction can be found online: Rioand29.com
TV Concept
Support local businesses along Route 29 and Rio Road during construction this year.

Help Navigating Rio and 29:

- From the SOUTH:
- From the NORTH:
- From the EAST:
- From the WEST:

Meet Jen

Meet Kevin

Sign up for update emails from local businesses at RIOand29.
Support local businesses along Route 29 and Rio Road during construction this year.

Visit Rioand29.com for easy ways to navigate to all four corners of the intersection while Rio Road is closed this summer.
Paid Media Plan
Media Strategy

• Surround the consumer before, during, and after the Rio Road closure.

• Use local media who are willing and able to provide additional support to affected businesses by offering extra spots, access to resources, on-site events, etc.

• All Charlottesville media firms were contacted and offered an opportunity to submit proposals. All did, and all offered “added value” benefits and therefore are included in the plan.
  – Outdoor (billboards) was not available, and therefore is not in the plan.
2016 Media Mix and Flighting

**PRE-CLOSING**
- Radio :30s
- Print ¼ Page Ads

**WORTH THE DRIVE!**
- Radio :30 spots
- TV :30 spots
- Cable :30 spots
- Door Hangers
- Print ¼ Page Ads
- Facebook Exchange

**COME BACK, WE’RE DONE!**
- Radio :30s
- TV/Cable :30s
- Print ¼ Page Ads
# Rio and 29 - Open for Business

## Plan Flowchart

### Media Description

<table>
<thead>
<tr>
<th>Media</th>
<th>Description</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPT</th>
<th>OCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlottesville Radio</td>
<td>:30s</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charlottesville Cable TV</td>
<td>:30s</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charlottesville Broadcast TV</td>
<td>:30s</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Progress/Cville Weekly</td>
<td>1/4 Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Door Hangers</td>
<td>5 x 17&quot; 100 lb.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Exchange</td>
<td>DISPLAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Rio Road closure*
Support Local Businesses at RIO and 29

During construction, we are OPEN FOR BUSINESS.
Support Local Businesses at RIO and 29

Yes WE'RE OPEN

During construction, we are OPEN FOR BUSINESS.
Using Public Relations

• We will also solicit coverage from local media of specific businesses, as well as report on the overall impact on the area.
• Our goal is to generate additional “profiles” of businesses not featured in the advertising.
• In addition, we will work with local media to create “events” to attract shoppers to the area over the summer months.
Leveraging the Website

• In addition to providing basic navigation information by quadrant, we will feature longer-form video profiles of the featured businesses.

• We will maintain a Facebook page, facebook.com/RIOand29, and routinely post updates and information. Local businesses will have the opportunity to post to the site throughout the summer.

• Local businesses will be encouraged to link to the website and Facebook page.
March 15th Kick-Off

- TV, print, and other materials will be produced and shared to that larger audience at that time.
- Local businesses will be encouraged to support the “Worth the Drive” initiative, and will be supplied car stickers and posters.
Thank You.
Agenda item 10: New Business
Agenda item 11: Adjourn
Rt. 29 Solutions Project Delivery Advisory Panel

February 4, 2016