Agenda item 1: Introductions

Project Delivery Advisory Panel

Technical Team
**Route 29 Solutions**

**Agenda item 2: Interaction and Feedback**

**Live Streaming**

<table>
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<tr>
<th></th>
<th>Mar 17, 2016</th>
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<tbody>
<tr>
<td>Unique Viewers:</td>
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<td>Average Minutes per stream:</td>
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Agenda item 2: Interaction and Feedback (continued)

For the period Mar 15 - Mar 28, 2016

Inbox email and phone calls: 3 emails

1 requested information about easements at the Belk property
1 bank manager requested traffic information for the May 23 - Sep 2 period
1 inquired about compensation as a result of the CenturyLink outage

Web Provide Input: No new postings

Project Hotline 844-220-5540: No calls last 2-week period
Agenda item 3: Report on Panel Feedback

Review Rt. 29 Widening sequence of construction
• Included as agenda item 7

Provide update on VDOT media campaign
• Included as agenda item 8

Stop condition heading east on Rio Road; Stopping beyond the signal
• Two Stop Here on Red signs placed; one on median and one on right side
• There is a 12-inch wide stop bar painted on the pavement

Conditions in the intersection during May 23 - Sep 2 restricted period
• Rt. 29 NB and SB will remain open
• Right turns to 29 and to Rio will be permitted
• Restriction only applies to Rio across Rt 29 and to left turns
Agenda item 4: Panel Feedback and Suggestions for Future Agenda Items

Open Discussion
## Agenda item 5: Construction Milestones

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<th>Status as of Mar 30, 2016</th>
<th>2015</th>
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<tr>
<td>Utility Relocation</td>
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<tr>
<td>Drive Abutment Piles - 100%</td>
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<td></td>
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<tr>
<td>Set retaining wall piles and widen roadway - (75%) 85%</td>
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<tr>
<td>May 23 start - Rio Restricted Period - Sep 2 intersection open</td>
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<tr>
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<tr>
<td>Dec 2, 2016</td>
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<td>Landscape, Hardscape, Staining</td>
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<tr>
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<td>Rt. 29 Widening</td>
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<tr>
<td>Utility Relocation</td>
<td>(95%)</td>
<td>100%</td>
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<tr>
<td>Drive Abutment Piles - 100%</td>
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<tr>
<td>Set retaining wall piles and widen roadway - (75%) 85%</td>
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<td>May 23 start - Rio Restricted Period - Sep 2 intersection open</td>
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<tr>
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<tr>
<td>ROW Acquisition - (80%) 90%</td>
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<td>9. Abutment Excavation, Pile Driving - (95%) 100%</td>
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<td>Rough Grading South of River - (60%) 70%</td>
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<td>Utility Relocation - (40%) 70%</td>
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<tr>
<td>Utility Relocation</td>
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<td>70%</td>
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<tr>
<td>ROW Acquisition - (80%) 100%</td>
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<tr>
<td>Final Paving - (0%) 0%</td>
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<tr>
<td>Sound Barrier - (60%) 70%</td>
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<tr>
<td>Late</td>
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Rt. 250 / 29 Interchange

Work this week

- Complete post installation for sound walls B1 and B2
- Continue installation of foundations for overhead sign 5 along Route 250
- Resume installation of foundation for overhead sign 1 along Route 29
- Continue panel installation for sound walls B1 and B2
- Begin base stone installation along Route 250 WB
Rt. 250 / 29 Interchange (continued)

Significant lane closures this week

- Route 250 westbound right lane and eastbound left lane closures
- Route 29 SB left shoulder closure near the 250 WB ramp
- Route 29 SB right lane closed from Hydraulic Road to 250 Bypass including the ramp to 250 Bypass: Detour along Barracks Road
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 250 / 29 Interchange (continued)

Work next two weeks

• Continue panel installation for sound walls B1 and B2
• Begin post installation for sound wall C
• Complete installation of foundations for overhead signs 4, 5, 6 along Route 250
• Continue installation of base stone along Route 250 WB
• Complete installation of foundations for overhead signs 1 and 2 along Rt 29
• Complete milling and paving of Rt 29 (tentative)
Anticipated significant upcoming lane closures

- Route 250 westbound right lane and eastbound left lane closures
- Route 29 SB left shoulder closure near the 250 WB ramp
- Route 29 SB right lane closed at night from Hydraulic Road to 250 Bypass including the ramp to 250 Bypass: Detour along Barracks Road
- Route 29 nighttime alternating lane closures for milling and paving
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection

Work this week

• Widening in all quadrants
• Storm drain in all quadrants
• Stormwater Facility 4
• Form abutment B for concrete pour
• Form abutment A for concrete pour
• Paving SW quadrant
• Install tie-backs
• Abutment A and B rebar installation
• Signal trenching and boring
• Pre-tie Rio retaining wall rebar
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection (continued)

Significant lane closures this week

- Rio crossover closed at nighttime restricting thru movements and left turn movements.
- Rt. 29 triple lane closures northbound and southbound
- Right turn lane closed from 29 SB to Rio West
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection (continued)

Work next two weeks

- Widening in all quadrants
- Storm drain in all quadrants
- Continue stormwater facility pond 4
- Begin stormwater facility 6
- Form abutment B for concrete pour
- Form abutment A for concrete pour
- Install tie-backs
- Abutment A and B rebar installation
- Signal pole foundations
- Pre-tie Rio retaining wall rebar
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rio Grade-Separated Intersection (continued)

Anticipated significant upcoming lane closures

- Rio crossover closed at nighttime restricting thru movements and left turn movements.
- Rt. 29 triple lane closures northbound and southbound
- Right turn lane closed from 29 SB to Rio West
Rt. 29 Widening

Work this week

- Jack and bore structure 7-5
- Construction entrance for structure 15-20
- Temporary drainage installation
- Cut and fill in median
- Gas main installation
- Dominion and CenturyLink utility relocations
Rt. 29 Widening Median Grading
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
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Rt. 29 Widening (continued)

Work next two weeks

- Jack and bore structure 7-5
- Mobilize jack and bore crew for structure 15-20
- Temporary and permanent drainage installation
- Cut and fill in median
- Gas main installation
- Dominion and CenturyLink utility relocations
- Hollymead signal bores
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 backfill and retaining wall panel installation
• Cut piles to design elevations
• Erosion control
• Form abutment A footing
• Continue abutment B construction
• Begin drilled shafts for pier foundations
• Clearing north sections

Significant lane closures this week
• Flagging operation along Rio Mills Road
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Berkmar Extended (continued)

Work next two weeks

- Erosion control north of river
- Form abutment B stem
- Form abutment A footing
- Tie rebar and pour abutment A
- Clearing northern section
- Drilled shafts for pier foundations

Significant upcoming lane closures

- Flagging operation along Rio Mills Road
Agenda item 6: Rt. 29 Solutions Project Updates (continued)

Signal Updates

Work this week

- Begin installation of signal cabinet equipment

Significant lane closures this week

- None

Work next two weeks

- Continue installation of signal cabinet equipment

Significant upcoming lane closures

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

Hillsdale Extended

Work this week

• Executed MOU with County for SWM Basin
• Recorded Certificates of Take for Right of Way acquisitions
• Obtained ROW certification
• Obtained federal authorization for advertisement
• Continued utility relocations for service to commercial buildings
• Advertised Project for Construction, Mar 31, 2016
Route 29 Solutions

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

Hillsdale Extended (continued)

Continuing work leading up to construction

- Continue with utility relocations for service to commercial buildings
- Hold pre-bid conference for contractors April 12, 2016 at 2pm
- Open bids May 16, 2016 at 2pm.
Agenda item 7: Rt. 29 Widening Sequence of Construction

Phase 1 - Current Configuration

Begin Date: Fall 2015
Completion Date: Summer 2016
Lane Configuration: NB and SB lanes narrowed with barrier wall
Activity: Construct permanent roadway in existing median
Agenda item 7: Rt. 29 Widening Sequence of Construction

Phases 2 and 5 - South Bound Traffic to Existing Median

Begin Date: Summer 2016
Completion Date: Winter 2016
Lane Configuration: Shift SB traffic onto newly constructed roadway (median area)
Activity: Reconstruct southbound lanes to permanent condition

NOTE: Phases 2 and 5 can be combined due to expediting utility relocations
Agenda item 7: Rt. 29 Widening Sequence of Construction

Phase 3 - South Bound Traffic to Future Roadway

Begin Date: Winter 2016 (1 month duration)
Completion Date: Late Winter 2016
Lane Configuration: Shift SB traffic to newly constructed permanent SB lanes
Activity: Construct phase 4 tie-ins at Polo Grounds Road and Towncenter Drive
Agenda item 7: Rt. 29 Widening Sequence of Construction

Phase 4 – North Bound Traffic to Future Alignment

Begin Date: Late Winter 2016
Completion Date: Summer 2017
Lane Configuration: Shift NB traffic to newly constructed roadway (median area)
Activity: Construct new NB lanes and shared use path
Route 29 Solutions

Agenda item 7: Rt. 29 Widening Sequence of Construction

Phase 6

Begin Date: Summer 2017
Completion Date: Fall 2017 (No later than October 30, 2017)
Lane Configuration: Maintain 2 lanes NB and SB and use inside lanes for construction
Activity: Completion of median construction
Agenda item 8: Community, Business and Media Information Plan

Overview

• Information Campaign Goals and Objectives
• Target Audiences
• Message Matrix
• Creative Direction
• Media Plan
Route 29 Solutions

Agenda item 8: Community, Business and Media Information Plan

Goals

• Inform the traveling public about the construction and improvements along the Route 29 corridor, *in order to help*....

• Minimize disruptions for motorists traveling along the Route 29 corridor.
Agenda item 8: Community, Business and Media Information Plan

Objectives

• Deliver timely, relevant information to residents and travelers about how construction affects traffic along the Route 29 corridor.

• Notify travelers in advance of changes in traffic patterns so they can plan for possible delays or consider alternate routes.

• Direct people to the Route 29 Solutions website for more information.
Target Audiences

- Motorists in the greater Albemarle County and surrounding feeder areas who travel on Route 29
- Residents
- Students
- Business Owners
- Business Suppliers
- Travelers who do not reside in the Charlottesville region
Agenda item 8: Community, Business and Media Information Plan

Overall Central Theme

All communications throughout the entire construction period will include this overarching message:

*The Route 29 Solutions improvement projects continue along the Route 29 corridor. They will make travel safer and reduce congestion along Route 29. Go to [www.route29solutions.org](http://www.route29solutions.org) for alternatives to manage your travel during the construction.*
Agenda item 8: Community, Business and Media Information Plan

Targeted Theme May 23 – September 2 (in addition to overall theme)

- Be alert for new traffic patterns along the Route 29 corridor
- Construction is taking place around the clock - both day and night
- Alternate routes are available
- Your part in the equation
  - Learn what’s happening
  - Plan accordingly
  - Watch out for workers
  - Drive safely at all times
- Visit www.route29solutions.org for more details
Day in the Life of a Commuter

11pm – Day ends

Watch news while getting ready for work

7am – Day begins

Radio – AM commute

Pass Route 29 sign

Email & Social Media

Stop for gas on way home

Google maps

Find directions for restaurant at lunch

Email & Social Media

Radio during PM commute

See VDOT vehicle in construction zone

Online

Checking Emails

Evening TV

Social Media

7am – Day begins

Radio – AM commute

Pass Route 29 sign

Email & Social Media

Stop for gas on way home

Google maps

Find directions for restaurant at lunch

Email & Social Media

Radio during PM commute

See VDOT vehicle in construction zone

Online

Checking Emails

Evening TV

Social Media
Agenda item 8: Community, Business and Media Information Plan

Media to be used

- TV and Cable: broad reach, sight and sound, high impact recall
- Radio: reaching the consumer in the car when traffic information most relevant
- Print: high readership in small local papers, static to allow for more content
- Online Display Banner for content ads
- Online Dynamic Search for content key words
## Agenda item 8: Community, Business and Media Information Plan

### Preliminary Media Plan

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<th>Media</th>
<th>Description</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
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TRAFFIC CHANGE FROM SAFETY TO NOTICE

Cable / 12 weeks/ 64 Points per week = Total 900 Points A18+
TV / 10 Weeks / 83 Points per week = Total 1000 Points A18+
Radio - Not Rated - Aggressive/ Moderate Frequency
Agenda item 9: New Business and Wrap Up
Agenda item 10: Adjourn
Rt. 29 Solutions Project Delivery Advisory Panel

March 31, 2016