

TransNet I-15 Express Lanes

Transportation Planning/Construction: Community Involvement & Graphics



Members of the public attend an informational meeting



I-15 Express Lanes Project Brochure

Project Description:

CityWorks, as a sub-consultant to HNTB, provides proactive outreach, transportation planning graphics, and press and media expertise for the north, middle and south segments of the TransNet-funded I-15 Corridor Express Lanes project. CityWorks' pivotal role on the project team is to communicate the agencies' message to the public and ensure the public is informed throughout the planning and construction phases. As part of a coordinated outreach effort, a CityWorks' staff member acts as the full-time public information officer, working directly with the public and the project team at the construction site. CityWorks' in-house staff provides ongoing graphics and outreach support to the on-site public information officer.

Services:

- ▶ Planning and construction outreach
- ▶ Transportation planning graphics for newsletters, brochures, construction advisories, and project display boards and web updates
- ▶ Coordination of public meetings, workshops, community briefings, street fair booths, targeted business and residential outreach and stakeholder inquiries from the KSDM website
- ▶ Full-time, on-site public information officer providing news releases, hotline management, and ongoing stakeholder outreach and team coordination

Client:

Caltrans/SANDAG

Location:

San Diego County, CA

Size:

20 miles between SR 163 and SR 78

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