

# URBAN RELATIONS

## SPOKANE STREET VIADUCT AND RAMP PROJECT



### Construction Impact Mitigation Liaison Summer 2008 to current

Urban Relations has been providing communication services on the Spokane Street Viaduct and Ramp project since June 2008 following successes with two prior major SDOT projects, the Fremont Bridge Replacement project and the University Way Renovation, \$42M and \$13M, respectively. (Combined case study available.)

**Experience:** Art Brochet, field lead for Urban Relations on this project, holds an engineering degree and worked in construction and project management on a wide variety of major projects over 15 years with Puget Power. He followed that experience with studies in public policy and communications at the University of Washington, giving him an extraordinary skill set in communicating complex project issues to lay audiences. He has 10 years experience as a communications officer on large projects, including several for SDOT.

**Messages:** Urban Relations started work on the Spokane Street Project in summer 2008 by developing the website, fact sheets, hotline messages and contact list, and has written all LISTSERV messages and printed materials.

**Stakeholders:** Urban Relations staff personally contacted over 230 businesses in the direct path of the full project or on its detour by phone, and contacted every property owner by mail to inform them of the upcoming project and how they and their tenants would be affected.

**Public Outreach:** At the project's inception and again in July 2009 Urban Relations staff wrote, designed and mailed over 35,000 four-page mailers to the impacted neighborhoods of Beacon Hill, West Seattle and the Duwamish. Urban Relations has arranged or made presentations to the Downtown Chamber of Commerce, West Seattle Chamber of Commerce, West Seattle Community, the Georgetown, Greater Duwamish and Southwest District Councils, SODO Retail Association and SODO Business Association, Port of Seattle, Duwamish Manufacturing and Industrial Council, Freight Management Advisory Council and more.

**Relationships:** Through the first year of the project, we have developed close and friendly relationships with many of the affected businesses and property owners, helping them manage short-term access issues or other impacts. We have also worked with various large businesses and agencies affected by the detours, including the Fire Department's closest station and its city-wide fire Department resupply facility, WSDOT, METRO, an affected DSHS facility, Clear Channel, Penske Leasing and BNSF, working with them on employee or customer access issues, bus stop placement, ingress and egress, noise and dust issues.