

# 2020 Hwy 212 Improvement Project with Hwy 25/5/CSAH 33 Roundabout

Reconstruction

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# Project Description and Purpose

- Resurfacing/reconstructing Hwy 212 from Hwy 5 to CSAH 36 to restore pavement structure and to provide smoother ride
- Construct pedestrian underpass between Morse St and Reform St for a safe and reliable crossing of Hwy 212
- Replace Faxon and Reform signals, upgrade American Disability Act (ADA) deficiencies and construct turn lanes to improve safety and operations
- Construct a roundabout north of Hwy 5/25/33 intersection to improve safety, remove WB one-way ramp to Hwy 212
- Construct Reduced Conflict Intersection (RCI) at Hwy 212/CSAH 34 and close southern Morse St leg to improve safety



# 2020 Project Schedule

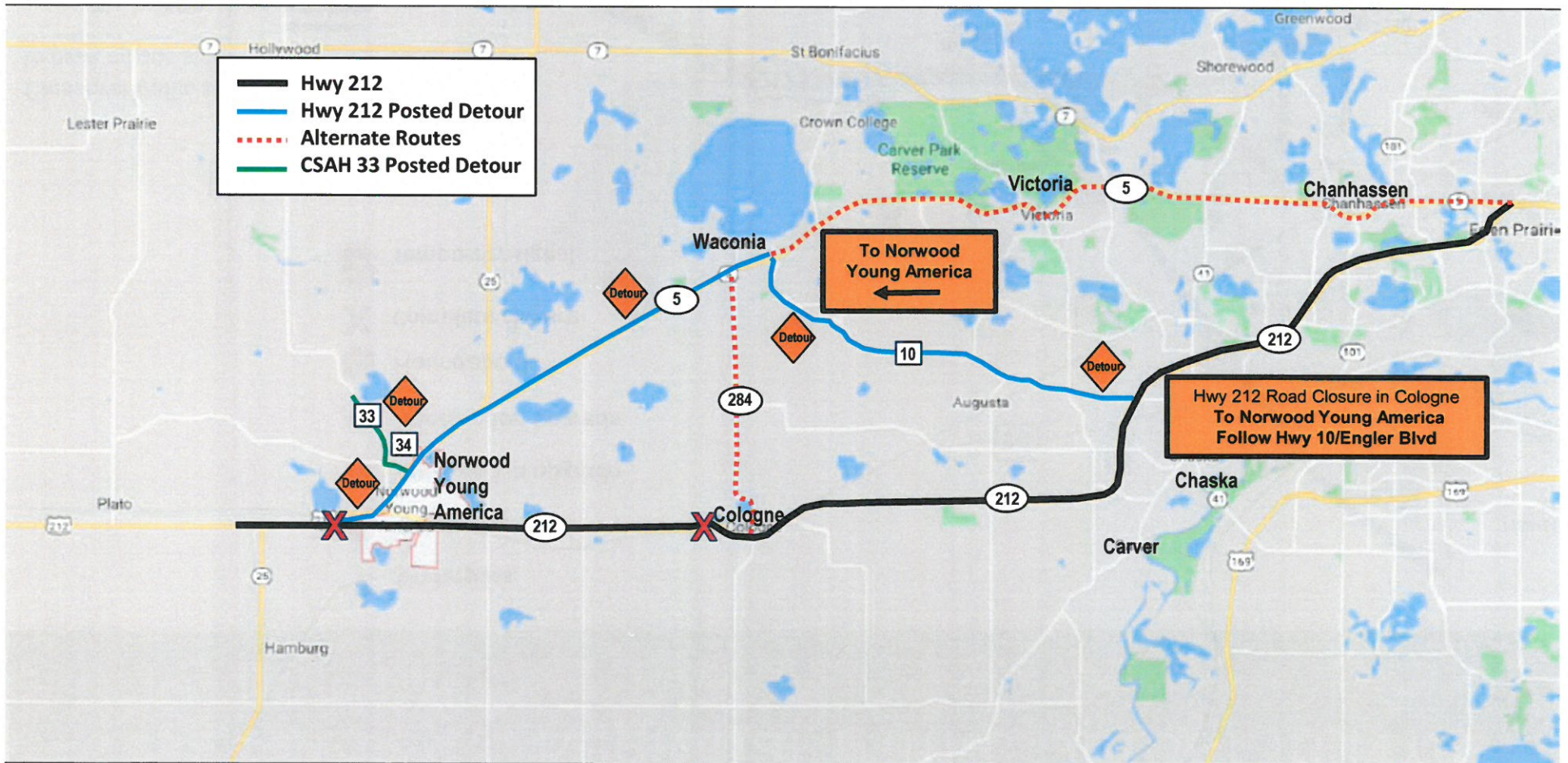
- Mid-April through late October or November, 2020
- Hwy 212 closure for up to 12 weeks for underpass and Hwy 212 reconstruction segment near Bongard's
- Schedule is subject to change due to bad weather, unforeseen issues, material delays, etc.
- More schedule information available at a later date

# Traffic Impacts

- Up to 12 week complete closure of Hwy 212 from Hwy 5/25 in NYA to west junction of CSAH 36 in Cologne
- Regional detour will use Hwy 5/25, CSAH 10 and possibly Hwy 284
- Local access to all businesses, residents, etc. will be maintained throughout construction
- Temporary orange and black signing will help direct traffic on alternate routes

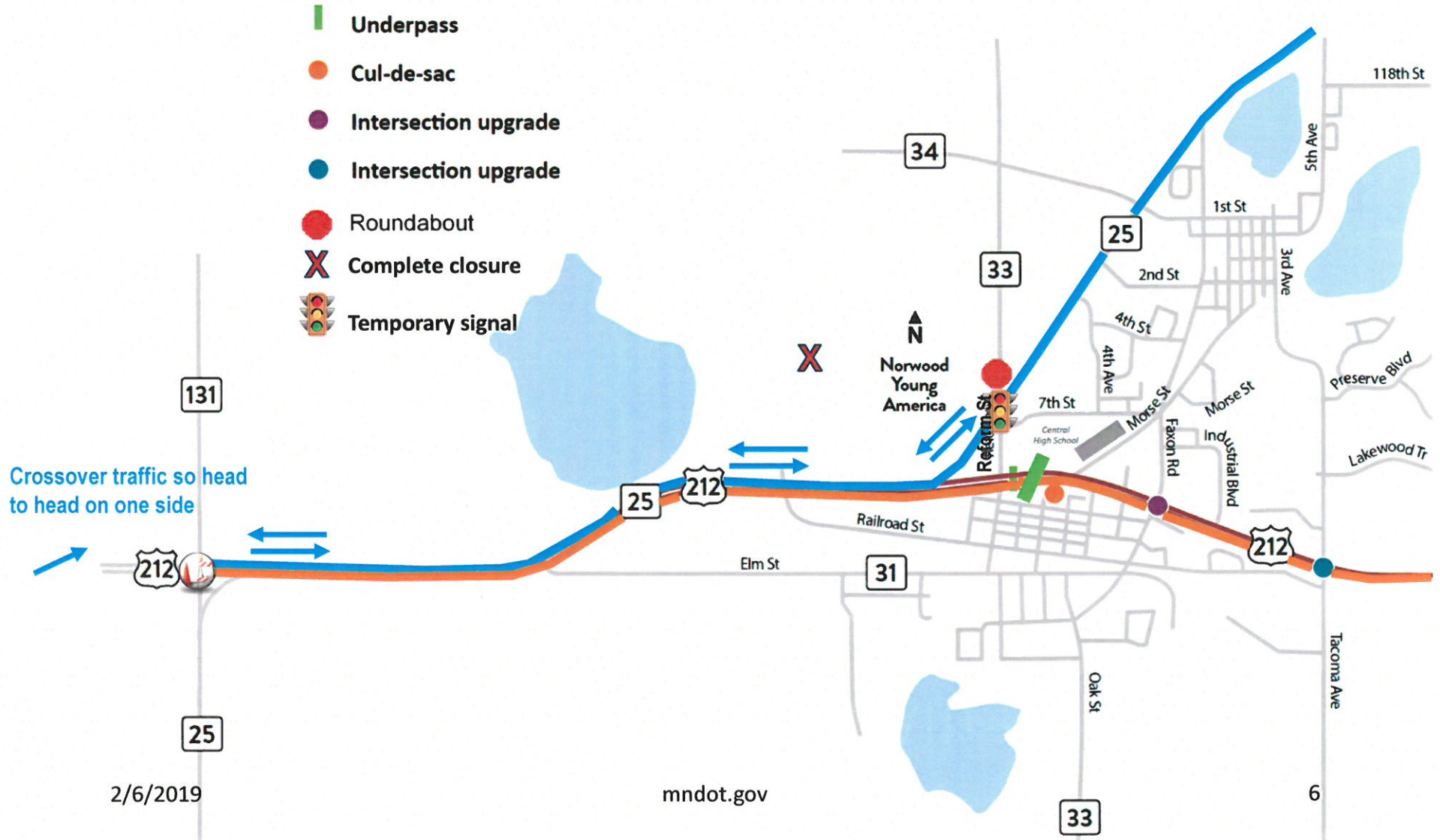


# Regional Detour and Alternate Routes





# Regional Traffic Detour in NYA

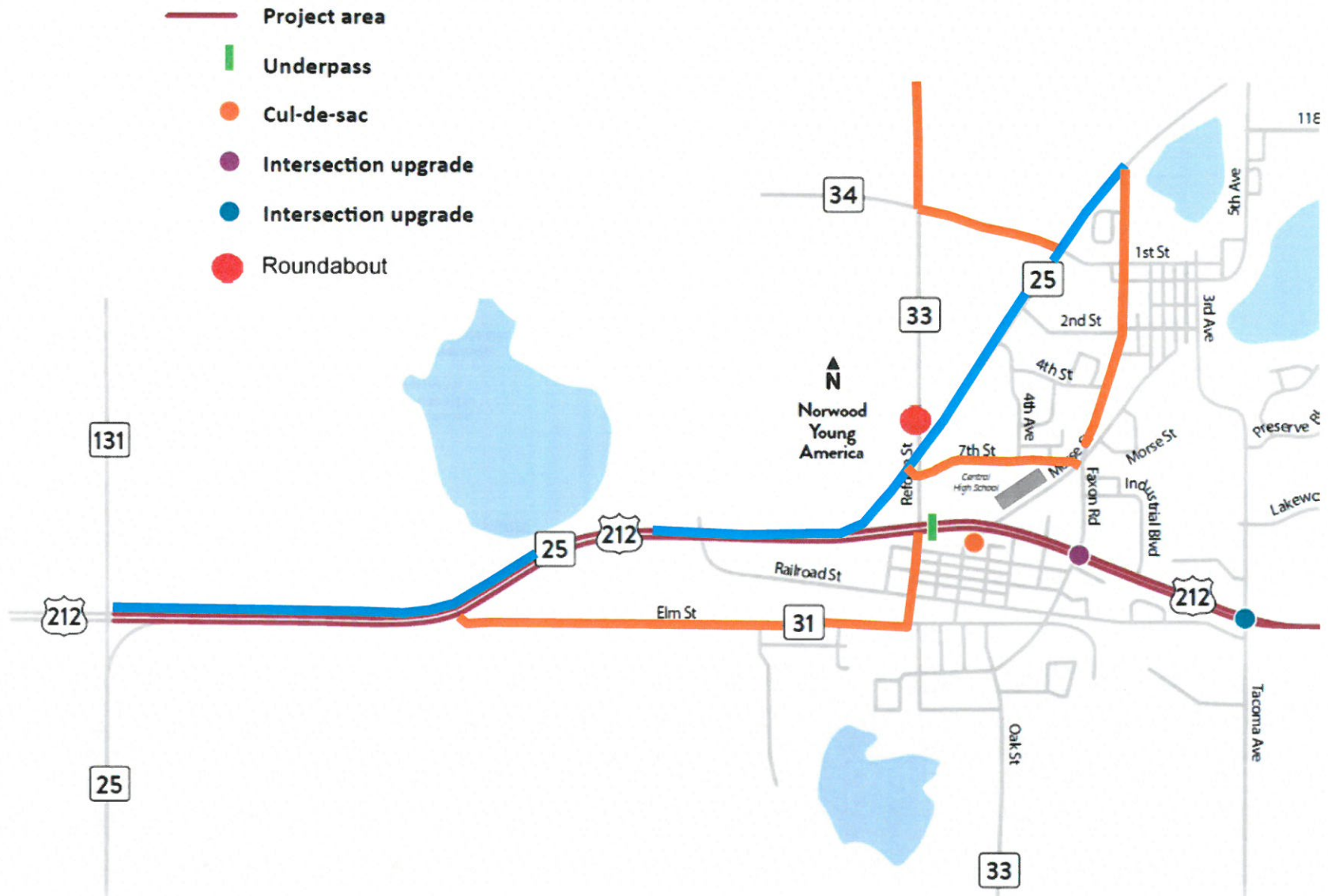


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6

# Potential Local Access





# Road Construction Impacts on Small Businesses

<http://www.dot.state.mn.us/businessimpacts/>

## Tips for businesses: how to survive thrive during road construction



Here are some basic actions business owners can take to help survive roadway construction:

- ▲ Plan ahead as much as possible; get involved early. A year is not too far ahead to begin organizing and planning.
- ▲ Form an alliance with other businesses in your locale.
- ▲ Attend public meetings to stay informed. Have knowledge of the project. Contact Minnesota Department of Transportation to voice your concerns.
- ▲ Hold frequent and regular meetings with other businesses for support and strategies. Write down your fears and questions for discussion.
- ▲ Pool resources to purchase group advertising.
- ▲ Hold a pre-construction meeting with the Mn/DOT project manager and contractor to find out how long the project will take, what to expect, i.e. dirt, mud, ground shaking, etc.
- ▲ Meet the on-site project manager. Keep his/her telephone number in a handy place.
- ▲ Establish a line of communication with the project manager. Project managers coordinate with the contractor.

Brainstorm for innovative ideas to promote your business and to communicate with customers:

- ▲ Hold events prior to construction start-up to draw attention to the area.
- ▲ Work with the Mn/DOT Public Affairs Coordinator to plan groundbreaking activities.
- ▲ Design a logo for use by all affected merchants during the construction period.
- ▲ Hold special promotions such as free hot dogs and pop, or a one-day sign-up in parking lot for a free vacation.
- ▲ Print placemat advertisements.
- ▲ Place advertisements in outlying newspapers.
- ▲ Plan hard-hat promotions—some for sale, some as giveaways.
- ▲ Sell hard-hat lunches to go.
- ▲ Schedule a grand finale—work with the Mn/DOT Public Affairs Coordinator to plan ribbon cutting ceremonies; plan street dance, t-shirts, prizes.
- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_

## Worksheet CHECKLIST & TIMELINE for business owners

- 1. Form an association of businesses that will be affected by the construction project. Let the Mn/DOT district office know the name and address of your organization's primary contacts.
- 2. Attend first meeting with Mn/DOT project development staff responsible for project design.
- 3. Discuss project schedule, question and answer session.
- 4. Form committees for advertising, promotions, signing, special events, etc.  
Committees: \_\_\_\_\_ Members: \_\_\_\_\_

5. Develop and implement promotional campaign.  
Adopt theme.  
Delegated to: \_\_\_\_\_ Due by: \_\_/\_\_/\_\_

Design and produce newspaper, television and radio advertisements.  
Delegated to: \_\_\_\_\_ Due by: \_\_/\_\_/\_\_

Brainstorm and produce additional promotional materials.  
Delegated to: \_\_\_\_\_ Due by: \_\_/\_\_/\_\_

Plan special events.  
Delegated to: \_\_\_\_\_ Due by: \_\_/\_\_/\_\_

### TASK - 3 to 6 months ahead

- 1. Attend second meeting with Mn/DOT staff.
- 2. Discuss project schedule, question and answer session.
- 3. Meet Mn/DOT project manager, who is responsible for construction, and with the prime contractor.

### TASK - 1 month ahead

- 1. Meet Mn/DOT project manager and contractor.
- 2. Discuss project schedule.
- 3. Construct roadside signs needed to guide drivers to parking and business accesses. Arrange for erection of signs to coincide with the start of any detour.
- 4. Distribute final promotional materials.  
Delegated to: \_\_\_\_\_ Due by: \_\_/\_\_/\_\_

### TASK

- 1. Attend construction business meetings held throughout the duration of the project.
- 2. Continue committee work.

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# Mitigating Construction Impacts

## *Good Communication and Coordination*

- Business Liaison
- Stakeholder Committee (optional)
- Temporary signing
- Websites with maps and directions
- Marketing Campaigns like Hwy 5 through Victoria
- Special Events

# What is a Business Liaison?

- Includes business outreach as part of a broader public participation process, also includes emergency services, schools, etc. and may form a stakeholder committee
- Works to better understand business needs to minimize construction impacts *to the extent feasible*
- Single point of contact for business owners to ask questions, express concerns, get issues resolved
- Attends special events and provides information for websites, etc.



# Temporary Business Signing in Work Zones

## *The legal and regulatory aspects of signing:*

- Follow hierarchy of:
  - Regulatory
  - Warning
  - Guide signs
  - Supplemental guide signs

Posted Speed Limit	Minimum Distance Between Business Signs
< 45 mph	100 feet
45-55 mph	150 feet
> 55 mph	300 feet

Sign spacing

# Temporary Signing in Work Zones

## *The practical aspects of signing:*

- Every situation is different
- Temporary signing only when access route is changed
- Priority given to convenience or impulse businesses
- Too many signs are ineffective and often ignored
- Can't sign every business, sign groups of businesses
- Temporary signs are NOT permanent
- MnDOT will include some temporary signing in the plan, City can provide additional signs on local streets



# Temporary Business Signing in Work Zones

*What's wrong with these signs?*





# Hwy 5 Project through Victoria





# 2012 Hwy 5 Project Through Victoria

## Turn Necessary Project into Community Opportunity:

The screenshot shows the homepage of the Victoria Detour website. The header features the title 'Victoria Detour' with the tagline 'Connecting Residents, Businesses and Commuters'. Below the header is a navigation menu with links for Home, Maps, Calendar, FAQs, Photos, Business Directory, Area Links, and Contact. A search bar is also present. The main content area displays a news article titled 'VBOA Sells Victoria Detour T-Shirts' posted on August 30, 2011. The article text states that the Victoria Business Owners Association (VBOA) is selling Victoria Detour T-Shirts to promote the fact that Steiger Lake Lane will be the local detour during the construction project in 2012. It mentions a contest where buying a T-shirt from local businesses for \$10 could win a \$10 gift card to a local business. A photo shows three people wearing the T-shirts. To the right of the article is a sidebar with a 'Victoria Detour' logo, a 'Communications' section with links for Construction Updates, Event Updates, General Information, and Meetings, a 'Subscribe' button, a 'Recent Posts' section with several links, and an 'MNDot Website Link' section.

- Webpage just for project
- Project icon for branding
- ‘Shop Victoria’ campaigns
- Sold T-shirts
- Attended local events with info
- Contests, depth of pavement
- Additional signing
- Drawings



# Questions?

*There will be pain, but also a lot of gain!*

*Thank-you!*

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