I-35W St. Anthony Falls Bridge project

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Public reaction

• Stunned by tragedy
• Lost trust in bridges and Mn/DOT
• Wanted answers and accountability
• Need to see the new project up close
• Scrutiny, scrutiny, scrutiny
Project communication goal

• Goal – Build public trust in this bridge, other bridges, MnDOT

• Strategy – Transparency

• Tactics – Provide multiple channels of info to the public. “Leave no question unanswered.”
Situation analysis

• Public and media interest high and enduring

• Location, politics

• Neighborhood support

• New bridge and old bridge separate issues

• Time an issue
Resources available

• Project manager

• Full-time communications manager from Mn/DOT

• Public Affairs firm via design build contract

• Contractor-hired public affairs officer
Tactics - Internet

- Web site
- Web cam
- Weekly project updates
  - News releases
  - Email to a project Constant Contact list
I-35W St. Anthony Falls Bridge
Mississippi River Crossing in downtown Minneapolis

The New Bridge
The new I-35W bridge over the Mississippi River in Minneapolis will open by Dec. 24th, 2008.

Weekly Construction Update
In order to provide more timely information, updates will be posted early each week.
Receive automatic weekly email updates

May 27, 2008 - Main span erection begins on I-35W Bridge

Crews began erecting the main span of the Interstate 35W St. Anthony Falls Bridge project this past weekend, according to Minnesota Department of Transportation.

The first pair of pre-cast concrete main span segments was placed on Sunday, May 25. Placing the segments is a precise procedure involving hydraulic jacks and detailed surveying. Crews will wait several days before the next segment placement to allow time for a closure pour (between the main span segment and the approach span), concrete curing and post-tensioning work in preparation for the next segment placement.

(May 27, 2008) Unloading from the barge a pre-cast concrete main span segment
Tactics - Media

• Accessibility to site
  – Safety

• Monthly live appearances
  – Three TV stations, one a.m. radio station

• Audio news releases
  – Monthly, to greater Minnesota
Tactics – Face to Face

• Quarterly open houses
• Periodic stakeholder meetings
• Presentations
  – Schools, civic groups, anyone who asked
• 24-hour phone hotline – 650 calls
  – 306 emails
• Tenant meetings
  – Two different complexes
• Neighborhood meetings
Public open houses
Saturday Sidewalk Supt talk – 5,000
Signs mounted on 10th Avenue Bridge for self-guided tours
Kiosks

• One near the project site

• One at Airport
Tactics – Face to Face

– Public Involvement in design
  • Charette

– FIGG Engineering School Program
Join us for an information session to learn more about providing these opportunities to your students. It will be held:

**Tuesday, April 8, 6:00 PM**

**Four Points by Sheraton Minneapolis**

1330 Industrial Boulevard, Minneapolis, Itasca Ballroom

Construction of the new I-35W St. Anthony Falls Bridge is one of the largest public works projects in the Twin Cities. The new bridge is being built by Flatron-Manson Joint Venture (contractors), designed by Figg (engineers) with concrete provided by Cemstone (local concrete supplier). These groups have partner to provide 5th grade students with a unique educational opportunity. While priority will be given to 5th graders, interested teachers in elementary and middle school are also welcome.

This interactive, hands-on experience has two components which are available to your classes. Each school that signs up for the field trip (all expenses paid) will receive a Bridge Basics Educational Box that is reusable for many years to come.

- **I-35W Bridge Basics Box** - uses bridge engineering and design as vehicles for exploring and solving programs and helps students 'engineer' ideas. Students will learn about fundamental structural engineering concepts and basic bridge types. Lesson plans and supplies for students to design, construct, and test bridges are included, along with a kit for each student to build their own I-35W St. Anthony Falls Bridge. The Bridge Basics program was developed by the National Building Museum in Washington, D.C. with support from Figg.

- **Casting the Future** - Field trip (with funding provided) to participate in casting concrete tiles for use in the aesthetic elements of the new bridge. Tiles will contain recycled glass, emphasizing the importance of sustainability and students will learn about the history of concrete, the components of concrete and how it is made. Program incorporates quizzes/games containing math and science challenges appropriate to 5th/6th grade curriculum. Additionally, students will learn about design and construction of major bridges, the roles which engineers and contractors play and the importance of skilled craftsmen in construction. Following the hands on experience, the group will tour the I-35W bridge construction site.

Display and materials available at 6:00 PM, dinner at 6:45, followed by presentation on this educational opportunity, including questions and answers. Participation at dinner limited to first 70 interested teachers. Please sign up by calling Amy Barrett, Public Information Officer, I-35W Bridge at 612.807.3264 orabarrett@flatroncorp.com.

**Figg School program**

- **1,800 students**
- **29 Schools**
Final Analysis

• Public got behind the project
  – Considered it “their bridge”

• Some things lost effectiveness
  – Open houses, stakeholder meetings

• Extreme situation
  – Resource application

• We picked the right contractor
Questions??