Business/Community Outreach

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Construction Schedule

2013
• Begin construction

2015
• Create/install segments
• Finalize MN road approach

2016
• Late-fall—Open bridge to traffic, complete WI approach

2017
• Convert Stillwater Lift Bridge to bike/ped bridge
• Complete Loop Trail
Some of the challenges

- History of the project
  - 60 years of rumors and promises

- Multiple cities/multiple states with ownership in project progress
  - Oak Park Heights, Stillwater, Bayport & St. Joseph, WI.

- Highway 36 businesses & downtown Stillwater businesses
Highway 36 Business Corridor

• Outreach ramped up in January 2014
  • More than 140 businesses

• Good first impression: build reservoir of good will

• Prepare business owners, even if it’s 15 minutes before
Not all blue skies...

Highway 36 businesses unhappy with MnDOT
Public/elected official engagement priorities
Tactics

• Constantly showing progress:
  • Weekly Constant Contacts email updates (more than 3,000 recipients)
  • Weekly news release
  • Multiple times per week social media
  • Weekly update to website

• Presentations in schools/organizations
• Breakfast at the NJ Café
River bridge progress

River Piers Progress

- Pier Table
- Crossbeam
- Driving Surface

*As of April 15, 2015

- Section under construction
- Section complete
Casting Yard Media Event
A couple lessons learned

Communications Contract Language – BE SPECIFIC
• Social media/photo expectations
• Communication about utility impacts

Connotation of the word ‘hotline.’
Project Website
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