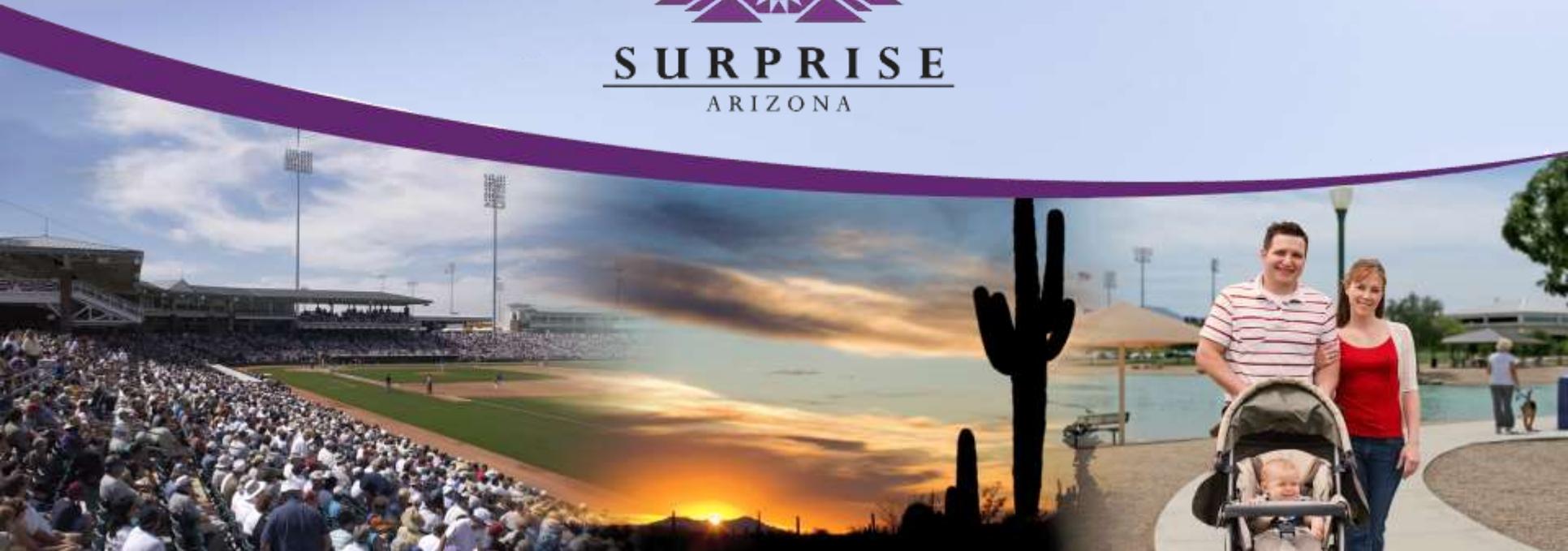


# Bell and Grand Update Workshop

January 19, 2016



## Coordination

- Regular, systematic Communication between ADOT & City & Chamber & Businesses
- Facility partnership with ADOT at AZ TechCelerator

## Surprise “Bridge Buddy” Program

- Access Clarified Regularly:
  - Map for Customers
  - Updates and Feedback
- Support and Promotion:
  - Bridge Buddy Business Guide with Chamber
  - Bridge Buddy Business Campaign
  - Business Best Practices / Possible Speaker Series

# Bell & Grand Temporary Signage

- **Temporary Sign Policy** would be in effect for the duration of the project only, in specific area.
- Allows temporarily for: A-Frames, Banners and Sign Walkers.
- **Off-site directional signage** being explored.
- **Special event options** subject to Temporary Use Permits also under consideration.

## Subject Area:



# Bridge Buddy Information Flow



## Bell & Grand Outreach Committee – Stakeholder Team

The outreach committee will consist of representatives from outside agencies/stakeholders that will meet once a month for updates and feedback.

## Bell & Grand Ambassadors – Awareness Team

Ambassadors will consist of representatives from city departments that will meet once a month to be updated on the project and will be responsible for relaying information back to their staff.

## Bell & Grand Cabinet - Action Team

The cabinet will be updated by the project managers on any common concerns and work to find solutions. Cabinet will meet twice a month.

## Bell & Grand Project Managers – Day to Day



# Response & Action

# Communications Outreach



- **Unified Messaging:** City Communication/ED team meeting regularly w/ ADOT & contractor staff
- **City-Led Communications Outreach:**
  - Spring Progress Magazine (Apr – Jun)
    - Project, detour and business access maps/info
    - Bridge Buddy campaign (shop Bell/Grand biz)
  - City dedicated website (in addition to ADOT site): [www.surpriseaz.gov/bellandgrand](http://www.surpriseaz.gov/bellandgrand)
  - ADOT to man 24-hour, 7-day project hotline
  - News releases/social media/Surprise 11
  - PIO dedicated to support business outreach

# Thank You!