



GRTC Pulse Bus Rapid Transit Project

In Spring 2016, Seventh Point Transportation PR contracted with Windy Campbell for communications / stakeholder engagement supporting construction of GRTC Pulse, the first bus rapid transit system in the Richmond region. Project partners included Greater Richmond Transit Company (GRTC), City of Richmond, Henrico County, Department of Rail and Public Transportation (DRPT) and Virginia Department of Transportation (VDOT).

With construction occurring along a busy 7.6-mile corridor serving businesses, hotels, two universities, health care providers, government offices and thousands of local residents, communicating construction progress and impacts was a key priority of the project's public outreach. As the project's public information officer (PIO) working with Lane Construction Corporation, Windy Campbell ensured ongoing collaboration between LANE and the project partners to provide consistent, ongoing messaging about the project, ensuring that public stakeholders received timely information and built awareness on the project.

Windy's responsibilities included writing and executing a project communication strategy and emergency response plan, which entailed managing a 24-hour construction hotline; responding to public inquiries relating to construction; keeping project partners informed of construction schedule and progress; assisting GRTC and project partners with hosting 20 public information meetings; producing print and radio advertising and radio public service announcements; and producing printed collateral materials for public information purposes.

Despite some opposition to the project before and during construction, GRTC Pulse has become a welcomed community asset. When it opened in June 2018, ridership in the first week surpassed 56,000 riders. By September 2018, the daily ridership on the Pulse averaged about 6,000 riders, above GRTC's projected daily goal of 3,500.

LANE

SEVENTH POINT
TRANSPORTATION PR

LANE / GRTC Pulse
Project Communication Strategy
October 11, 2016

Introduction

As with any major transportation project, a proactive and comprehensive public outreach program will keep the public and key stakeholders fully engaged and informed throughout the construction phase of the GRTC Pulse project. Lane Construction (LANE) has partnered with Seventh Point Transportation PR to carefully craft and execute public outreach strategies and tactics to keep the community aware of project impacts and activity throughout final design and construction. We will collaborate with GRTC, VDOT and Project Partners (City of Richmond, County of Henrico and Department of Rail and Public Transportation) to build an environment of trust in the community, serving as a source of information. Communication will focus on project awareness and benefits, traffic impacts and safety.

Windy Campbell, a public relations specialist with Seventh Point who is based in Richmond, will serve as LANE's public information officer (PIO) on the Project, with administrative and managerial support, as well as creative resources, from the Seventh Point team. The PIO will coordinate with GRTC, VDOT and Project Partners to successfully and efficiently execute strategies and tactics defined in the RFP.

LANE PIO Communications

LANE's Project PIO will serve as a liaison between LANE's Construction Manager and VDOT, GRTC, the City of Richmond, County of Henrico and the Department of Rail and Public Transportation to share timely project updates and anticipated project impacts affecting the traveling public, businesses, residents and other stakeholders. The PIO will obtain and share this information by:

1. Attend Weekly Construction Meetings

The LANE PIO will collaborate with LANE's construction management team to obtain timely construction information and updates on the GRTC Pulse Project. The PIO will attend weekly Construction Meetings and monthly Design Meetings, by phone or at LANE's local Richmond office.

Each week, LANE will provide the LANE PIO with advance (2-week look-ahead) information for Traffic and Construction Alerts. This will enable GRTC and project partners to submit information for Traffic and Construction Alerts at least two (2) weeks in advance of the impact.

Each week, following these meetings, the PIO will draft a two-week look-ahead. This will be reviewed and approved by VDOT and GRTC, then with members of the Project PIO Team.

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Approved 10.11.2016