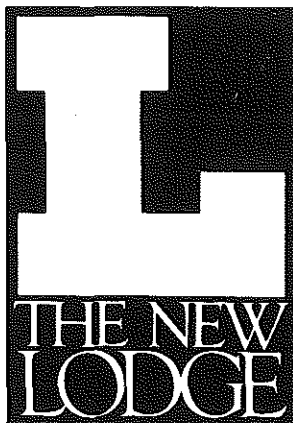


Rebuilding The Lodge

MICHIGAN DEPARTMENT OF TRANSPORTATION

The Role Of Communication In Rebuilding Detroit's John C. Lodge Freeway



**A Final Report
on the
Lodge•ability
Public Information Program**

Produced for
Michigan Department of Transportation and
U.S. Department of Transportation,
Federal Highway Administration

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SEMCOG, The Southeast Michigan Council of Governments

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INTRODUCTION

This final report on the Lodge Public Information Program is prepared to provide details about the various elements of the two-year program. The first portion of the report contains examples of some of the products that were developed. This is followed by a summary that includes an evaluation of those elements and recommendations that should be considered when planning similar motorist information programs.

A video version of this report is available. Contact Jack Pyle at the Michigan Department of Transportation, (517)-335-3084, to make arrangements to obtain a copy.

SECTION A
Executive Summary

Results

- There were no major traffic jams during construction.
- In the first year of construction, 24,000 vehicles per day found alternate routes. As a result, traffic which remained on the Lodge in the first year moved smoothly, despite construction.
- In the second year, the headline of the Detroit Free Press on the day after the northbound Lodge closed said: "No Lodge? No Sweat!" The Detroit News said: "Detroit gave a traffic jam, but nobody came."
- Our second telephone survey after the first year of construction showed a major shift in attitudes of Lodge users:
 - 58% of the freeway users felt the state was doing a good or excellent job to minimize disruption during the construction.
 - 83 % felt the second year's construction would cause little or no inconvenience, even though they knew the freeway would be completely closed to traffic one direction at a time.
- Negative attitudes of Detroit area business and city leaders before construction started were completely reversed by the end of year one. Opponents became supporters.
- Media reports completely changed from very negative before construction to very positive and supportive during and after construction. MDOT was lauded in radio-TV coverage and editorials in Detroit daily newspapers.
- News coverage was widespread and effective in all major media. In research, Lodge users were asked if they found out about the freeway repairs in the following ways:

— from radio reports:	70% said yes
— from newspapers:	71 % said yes
— from television:	80 % said yes
- More than 200 officials and engineers from 20 states visited Michigan to view the project during construction and to learn about its results.
- "Lodge•ability" theme was recognized by 42 % of the people in second survey, and they could define it...an enviable record for a new "product."

A budget of \$702,000 for the two-year program covered creation of printed materials, PSAs, a speakers bureau, slide presentation and opinion surveys. Less than one-quarter of the budget was used for paid advertising.

Execution

Media — An aggressive Detroit-area media program was kicked off by the director of MDOT, who made himself available to media at briefings before and during construction. A full-time media specialist was hired to provide frequent construction and traffic updates.

Helicopter Traffic Reporters — This group was given special attention at a luncheon with the MDOT director before the project and during the project with frequent reports about construction activities.

Hotline — A telephone hotline, 93-LODGE, used taped messages to give motorists information on project status to help them avoid traffic delays. The message was often updated daily.

Public Service Announcements — Four TV PSAs described the construction and informed viewers of the Lodge hotline phone number. Two others described alternate routes.

Brochures — 750,000 brochures were distributed by community task force members and a radio station. Four different versions of the brochure were targeted to specific sections of the city to show how to reach alternate routes.

Speakers bureau — A slide program and speakers were used to describe the program to help people in many organizations.

Advertisements — Newspaper ads were used for significant events, such as beginning of construction and shutdown of one side of the freeway. Much less advertising was needed than expected because of the excellent ongoing coverage by news media.

Public Contact Personnel — Many motorists received information from telephone operators, waiters/waitresses, and others who were specially trained to be knowledgeable about the project.

Free tow truck service — Two trucks were hired to travel the Lodge and alternate freeways for two years to provide gas, jump starts or tow stranded vehicles to eliminate traffic tie-ups. About 100 vehicles per week received the free service.

The Motorist Information Plan for the Lodge Freeway Reconstruction project was basically two one-year programs, joined into a single two-year effort. There were different needs for each year and the program addressed these differences by providing different levels of public information programming. A strength of the program was its ability to build in 1987 upon the momentum created in 1986, the first year of the reconstruction project. The overall plan was based on a strategy that emphasized ongoing traffic management along with a major public relations program to help keep traffic moving as near to normal as possible during the two-year reconstruction effort.

The Motorist Information Plan consistently focused on the positive. Without a doubt, the reconstruction of an urban freeway includes some negatives—somewhat longer travel times, noise, dust and truck traffic in neighborhoods and business areas, and readjusting normal driving patterns to include alternate routes. However, the Motorist Public Information Plan emphasized the positives that would result from an improved, state-of-the art freeway.

The public information program was divided into various program elements or “tasks.” Each task was based on a medium effort in the second year of the project when actual lane closures occurred. Each task was evaluated at the end of the first year and served as a foundation for the more intensified second-year program.

Research

Research was conducted on two separate occasions: before the construction started and after the first year. The first telephone survey of 800 Lodge users revealed that the public generally wanted freeway improvements but was apprehensive about how the work would affect them: 53% said the work was absolutely necessary, but more than 50% felt the state could not reduce inconveniences to drivers during construction.

Planning

The overall objective was to keep traffic moving smoothly to minimize the potential negative impacts construction might cause for businesses, restaurants, entertainment/sport complexes and health care facilities.

Strategies to accomplish the objective:

- Make public relations an integral part of construction by creating a traffic management/communications program to inform motorists of conditions on the Lodge Freeway before they encountered them and became snarled in traffic.
- Create a community task force of officials from businesses, local governments and community organizations in the Lodge corridor to assist in the design of a motorist information plan.
- Develop a theme, “Lodge•ability,” to generate recognition of the Lodge project and serve as an umbrella for all communications activities.

Executive Summary

Background

The nation's first major urban freeway to be closed to traffic for reconstruction was the John C. Lodge Freeway in Detroit. Strongly expressed concerns, and in some cases outright opposition, greeted the proposal to close the freeway used by 127,000 drivers daily. Most vocal were some leaders of the Detroit Central Business District Association and Detroit City Council, who feared the project would greatly reduce traffic to and from the downtown area. News media joined the outcry, along with leaders of neighborhood organizations, commercial centers, institutions and major employers along the nine-mile freeway.

Three types of motorists rely on the Lodge Freeway as a primary route into the downtown area. The first group is those daily commuters who use the Lodge for regular work-day trips into and out of the city. A second group of freeway users is those who use the freeway occasionally for travel to and from special events such as ethnic festivals, concerts and sporting events. A third group of freeway users is those motorists who live along the Lodge corridor and regularly use the freeway for short trips.

Reconstruction of the 7.8-mile stretch of the freeway was scheduled for two phases during 1986 and 1987. During 1986, all construction occurred in an "under traffic" situation. Work completed during this first phase of the project included widening of the outside shoulders to 12 feet and building a four-foot safety wall on the outside edge of the shoulders. The drainage system was also extended and upgraded and the storm sewer system was cleaned and inspected. Initial work also began on the construction of bridges for improvements of the Livernois and Davison interchanges.

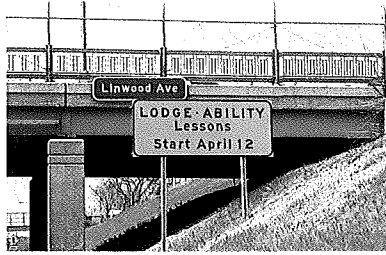
In 1987, the reconstruction project called for full closure in one direction at a time. Beginning on April 11, the northbound lanes from Griswold to 7 Mile Road were closed while the old pavement was removed and replaced. The northbound lanes were reopened to traffic on July 16, and on the following day, the southbound lanes were closed for reconstruction. The southbound lanes were completed and reopened to traffic on October 14.

Of special concern to the Michigan Department of Transportation in planning the reconstruction of the Lodge, was the impact of the project on local communities, particularly the downtown business community. The public information program was designed to let motorists know that adequate alternate detour routes were available and that there would be only minimal delays in reaching destinations. Motorists were reminded that it was "business as usual" for the many downtown restaurants, concerts, sporting events, ethnic festivals and other special events. The program was designed to provide opportunities for input from the business community as well as organizations representing areas along the Lodge Freeway corridor.

SECTION B

Visual Examples

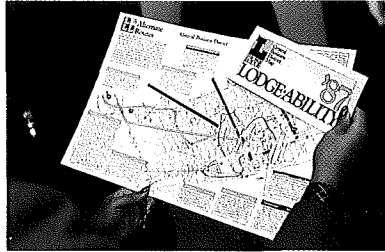
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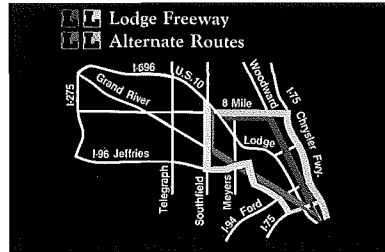
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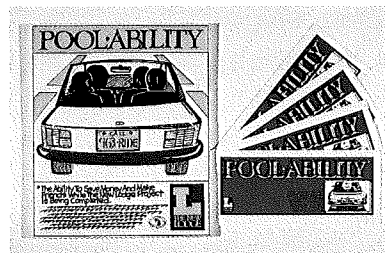
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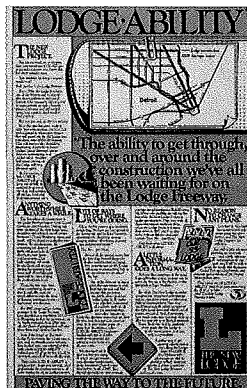
D



E



F



G

- A Lodge•ability signs alerted motorists to the upcoming reconstruction project.
- B Electronic message signs promoted the 93-Lodge 24-hour telephone line.
- C Special brochures provided motorists with alternate route information.
- D The color-coded alternate routes were a key part of the communication effort.
- E Color coding was also incorporated into the alternate route signs.
- F Pool•ability was the ridesharing alternative to help some motorists cope with the reconstruction project.
- G Advertising in local newspapers was used to reach a maximum number of area motorists.

SECTION C
Planning

Planning

The plan for the Lodge Freeway Reconstruction Program covered a two-year period. Communication needs for 1986 consisted of:

- 1) information about minor traffic disruption
- 2) easing the fears of business and civic leaders
- 3) establishing the credibility of "Lodge•ability" for 1987

Another plan was created in December 1986, detailing the second year of the project. This plan incorporated "87" into the "Lodge•ability" theme, giving it timeliness. Emphasis was also placed on the fact that one side of the freeway would remain open while the other side was closed for construction.

A budget of \$702,000 was allocated for the two-year program. Advertising costs were less than one-fourth the budget.



Proposal to Michigan Department of Transportation
for a
Motorist Information Plan
Lodge Freeway Reconstruction Project
1986 - 1987

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Preface

This plan covers the full two-year reconstruction of the Lodge Freeway. It is, however, divided into two one-year plans because each of the construction years is markedly different. The most critical public information needs will occur in 1987, when actual closure of the freeway occurs for construction activity. While the 1986 "under traffic" construction will mean significantly less disruption to traffic than will the 1987 closures, there will, nevertheless, be a need for significant public information work in 1986 for several reasons:

- Even with construction "under traffic" and opening all lanes during rush hour, the daily flow of traffic on the Lodge will have some disruption -- hence, motorists will need to be warned about the construction process and alternatives for travel;
- The fears of business and institutional managers about the impact of closing the Lodge (as originally proposed) in the first year, will still be present in 1986, thus requiring some level of effort to offset anticipated motorists' fears about reaching the downtown, university/cultural and New Center areas;
- The early 1985 work on the original reconstruction plan uncovered significant skepticism about the ability to promote re-routing traffic effectively -- a solid, medium-level information program in 1986 will help to establish the credibility of the much more intense public information work in 1987 when actual closure occurs.

Finally, reconstruction of the Lodge Freeway is merely the beginning of such major reconstruction efforts that will occur in Southeast Michigan over the next two decades. Evaluation of the total two-year program will provide a sound basis for designing future public information programs for whichever major reconstruction projects follow the Lodge work.

Two Year Sequencing

Reconstruction of the Lodge Freeway is a two-year project, that is essentially, two one-year construction elements. The Motorist Information Program parallels the construction path. That is, a first year of medium intensity followed by a second year of maximum intensity in the communication effort.

This plan for the Motorist Information Program, therefore, is presented as a series of individual tasks within the overall plan. Each task foresees a medium effort in the first year and a maximum effort in the second year -- approximately one-third of the effort in the first year, two-thirds in the second year. Built into each of the tasks is another given: evaluation of each task at the end of that first year as a foundation on which to mount the stepped up second year program. The evaluation/modification step is not spelled out in each of the tasks but it is very much a part of each task in the overall program plan.

Total budget: 1986: \$239,000
 1987: \$371,000
 \$610,000

Task: Campaign Theme

Communicating of the overall Lodge Motorist Information Program will be greatly improved by adoption of a central theme for the program. That theme will consist of a slogan plus a graphics treatment of the slogan to provide a visual logo for the campaign. Because the overall project is essentially two one-year efforts, it will be important to find a theme that will stand through the two-year program without overemphasizing either portion. In addition, the theme/logo should be adaptable to future reconstruction projects in greater Detroit.

Task elements

Work on the task begins with creating a theme slogan or phrase, followed by creation of an appropriate graphic treatment of the theme. Various artwork formats and sizes will then be produced, for use throughout the Motorist Information Plan's other elements. Use of the theme and graphics will be reviewed following the 1986 construction effort for possible modifications before implementing the 1987 work.

Task budget: \$5,000 in 1986; \$2,000 in 1987

Task: Media Relations Support

Primary responsibility for media relations on the Lodge reconstruction project will be shared by the Lansing and Southfield public information offices. SEMCOG will provide local support with the media relations work.

Media relations will be particularly important because total reconstruction of a major urban freeway will remain "hard news" to the mass media throughout the two-year project. All media relations activities will fall into two categories: reactive and proactive. In the reactive phase, particular attention will be paid to providing traffic flow details during the construction periods, along with other information sought by media reporters. In the proactive phase, emphasis will be on providing available information underscoring the relative ease for motorists using the freeway as well as feature stories about the innovative elements of the overall project.

Task elements

Support for the MDOT public information offices will be provided through writing and producing news releases and feature stories; implementation of a radio traffic monitoring team; announcement of special event work stoppages and freeway use patterns; telephone alert support in emergency situations; stimulating of print and broadcast editorial support for the project and its benefits; promotion of the RideShare effort within the overall program.

Task budget: \$6,000 in 1986; \$9,000 in 1987

Task: Print Materials

A series of printed materials will serve two purposes: providing general information about the overall project and its benefits as well as providing very site-specific information to motorists about efficiently using the freeway corridor during construction. Such printed materials are particularly important because they are the most basic "carry with" information about the project; also, the most detailed of the information elements. Most of the printed material will be made available through organizations and businesses in the Lodge corridor for distribution to their patients, clients, customers, employees and visitors. This task will include the creative preparation -- both writing and artwork -- as well as production supervision.

Task elements

Included in the wide range of printed support materials for the overall program will be:

- a general brochure describing the project, the alternate routes and transit programs;
- a brochure for tourists, concentrating on travel by visitors into and through the greater Detroit area;
- mailing inserts explaining very site-specific travel alternatives for various downtown, mid-town and New Center area businesses and organizations, to be used as enclosures with regular mailings by those businesses and organizations;
- site-specific alternate route maps for the downtown, mid-town and New Center areas, for distribution within those areas through businesses and organizations;
- posters highlighting motorist route alternatives, for use in various public and private buildings in the Lodge corridor;
- buttons carrying out the campaign theme (to be used, for example, with special training sessions for switchboard and other service personnel at businesses and organizations in the Lodge corridor);
- table tents with alternate route information and general project benefit information, for use in organizational cafeterias and area restaurants.

Task budget: \$25,000 in 1986; \$50,000 in 1987

Task: Public Service Announcements

Announcements on radio and television are effective reminder messages. Their brevity precludes major informational detail sharing, but the large audiences reached by both of those two mass media make them effective communications tools for brief reminder messages. Both radio and television announcements will be utilized, with an emphasis on securing the prime "drive time" radio spots during morning and evening rush hours. In addition, the extensive cable television penetration of suburban communities at the outer end of the Lodge corridor stimulates development of both teletext and video program public service elements for use on those cable systems.

Task elements

There are three major elements to the public service task: creative, production, distribution.

An outside communications consulting agency will be utilized in creative development of the announcement messages. That agency will, in turn, contract for various necessary production services: audio and video facilities and talent, post-production editing, tape duplication. SEMCOG will supervise both the creative and production task elements and will handle all distribution of the announcements to area stations.

End products will include:

- radio announcements for each year of construction;
- television announcements for each year of construction;
- cable teletext announcements for each year;
- a 30-minute cable program for the first year, with modifications for the second construction year.

Task budget: \$20,000 in 1986; \$40,000 in 1987

Task: Advertising

Advertising in various printed publications provides an opportunity to carefully target messages in the mass media (as opposed to the more defused audience pattern of radio and television programming). Two basic types of print advertising will be utilized: 1) general information advertisements emphasizing the positive benefits of the new freeway and general information about alternative routes; and, 2) selective placement of medium spaces advertisements in targeted publications to provide location-specific information about alternate routing for special events in the downtown, university/cultural and New Center areas -- entertainment events, sporting events, theatre and concerts, Grand Prix, fireworks and ethnic festivals. Some of that advertising will be targeted to geographic areas: i.e., suburban communities in northern Wayne and Oakland counties will direct travel relationships to the Lodge corridor. Other advertising will be targeted at the trip decision points: i.e., publications with restaurant guides, entertainment sections of newspapers and magazines where special events are promoted.

Much of the advertising effort will be delivered on a co-op basis, adding motorist information components to advertising being done by special events or clusters of organizational and business outlets. Such co-op advertising will leverage available advertising dollars to greatly broaden the reach of campaign advertising while at the same time effectively targeting motorist information to those citizens who will be specifically using the Lodge to reach downtown, university/cultural and New Center events and businesses. Emphasis will be placed on aggregating businesses into co-op ads, rather than using resources on individual businesses or organizations.

Task elements

The advertising task will include several elements: design of a campaign "look" carried out in several different ad formats; writing of appropriate text and headlines; preparation of artwork for the various formats; identification of co-op partners; design of an ad placement schedule; and, placement of the ads in various publications.

One or more communications consulting firms will be used in the design, writing and production elements of the advertising task. The project's Communications Advisory Committee will be utilized in both the design and co-op phases of the task.

Task budget: \$100,000 in 1986; \$200,000 in 1987

Task: Promotional Support

The uniqueness of totally closing a major urban freeway requires some innovation in providing motorist information. One unique task in the overall campaign will be a promotional support effort in which such basic information as alternate route access and benefits from the reconstruction are provided to motorists via organizations and businesses directly affected by the reconstruction effort. While such organizations and businesses will undoubtedly plan their own special promotional efforts during the reconstruction periods, providing alternate route and project information within such promotions clearly is part of the overall Motorist Information Program.

Task elements

Because this task is designed to provide motorist information tailored to individual organization and business efforts, the exact elements will be defined working with the the Communications Implementation Task Force (CITF) and with the individual businesses and organizations. One specific project already identified by CITF is a series of information briefings for switchboard operators and others in organizations and businesses who will be put in a position of explaining to individuals the best ways to negotiate travel through or around the reconstruction corridor. Included in the briefing process will be preparation of special printed materials to be used by those service personnel as reference materials in their work with the public. Other promotional opportunities will be identified during the overall project campaign.

Task budget: \$6,000 in 1986; \$12,000 in 1987

Task: Speakers Bureau

The most effective explanation of the reconstruction project, its long range benefits and its provisions for motorist options is small group presentation with visuals and an opportunity for discussion and questions. Trained staff members of MDOT and SEMCOG will make presentations before citizens, civic, service and professional organizations throughout the Lodge corridor.

Task element

A slide presentation will be written and produced for use in the Speakers Bureau. Training sessions will be held for staff members to prepare them in use of the slide presentation and in responding to anticipated questions about the project. A "fact sheet" will be compiled throughout the project of questions arising at the presentation along with answers to the questions. An aggressive effort will be made to identify organizations as subjects for the presentations.

Task budget: \$12,000 in 1986; \$8,000 in 1987

Task: Monitoring & Evaluation

There are two important information gathering needs in the overall campaign: monitoring of the project's impact and campaign effectiveness as well as evaluation of campaign tasks and elements.

Feedback is a very important element in any on-going communications effort. The Lodge Motorist Information Program is no exception. Public reaction to the project as well as the information campaign will be important in determining possible modifications to the information program throughout the reconstruction periods. Mid-course corrections in the information program will be possible based on such feedback.

Evaluation is also an important element. Because the overall project is actually two one-year construction efforts, evaluation of the first year's Motorist Information Program will be a very important basis for designing -- or, re-designing -- various tasks for the second year of the two-year reconstruction project.

Finally, reconstruction of the Lodge Freeway is merely the beginning of such major reconstruction efforts that will occur in Southeast Michigan over the next two decades. Evaluation of the total two-year program will provide a sound basis for designing future public information programs for whichever major reconstruction projects follow the Lodge work.

Task elements

Monitoring of the reconstruction project will include formation of and operation of a Consumer Panel and a between-phases opinion survey. The Panel will include approximately twenty-five regular users of the Lodge carefully selected to match a profile of Lodge users (i.e., some who live in Detroit and commute outbound; some who live in the suburbs and commute inbound; various other demographics -- gender, age, income levels). The Panel will be contacted on a regular basis to secure feedback about both the project operation and the Motorist Information Program. Regular reports from those contacts will be distributed to key project personnel and motorist information personnel as well as the Communications Implementation Task Force. Modifications to the program will be made as appropriate.

In addition, an in-depth opinion survey will be conducted, to measure the first project year's impact on motorist's attitudes and behavior. The Consumer Panel provides a limited but on-going source of feedback while the opinion survey will reach a much wider cross-section of motorists on a one-time basis.

Evaluation of the program will consist of collecting various materials as they are generated throughout the program, assembling all Consumer Panel feedback reports and then convening key personnel from MDOT and SEMCOG to spend two days evaluating the program and making recommendations for the second year of the Lodge project and future reconstruction projects.

Task budget: \$45,000 in 1986; \$30,000 in 1987

Communication Project Management

Beyond the specific elements of the Motorist Information Program, there are elements which encompass the entire program, elements which could best be called "project management." In total, these elements will make certain that the overall program operates efficiently and effectively in a more coordinated manner than it would without this management task.

Task elements

The first element is maintaining the Communications Implementation Task Force (CITF) as an oversight committee for the Motorist Information Program throughout the two year construction process. Regular meetings of the CITF will review plan elements and timetables, help determine materials quantities, monitor the program and suggest modifications, and serve as an early warning system for problems. The Implementation Task Force numbers some 85 persons representing businesses and organizations operating in the Lodge corridor. The Task Force is both a cross-section of many businesses and organizations and, literally, an implementing dynamic for putting into operation many of the other tasks.

Communicating regularly with citizen, governmental and business leaders is an effective means of sharing progress on the project and making certain that there is a controlled flow of information to those opinion leaders. A "Southeast Michigan Transportation Update" newsletter from MDOT Director Pitz will be sent regularly to some 1,500 community leaders. The element will include monitoring and updating the mailing list, preparing draft text, producing the newsletter and making regular mailings.

Because the Motorists Information Program requires some unique creative and production capacities, several sub-contractors will be utilized in the overall program, particularly the advertising and public service announcement tasks. As prime contractor, SEMCOG will provide management oversight of the various sub-contractors, monitoring performance and maintaining progress report and project completion files for each contract.

In addition to direct supervision of specific Motorist Information Program tasks, SEMCOG also will provide on-going communications technical assistance to the MDOT Lodge Committee, to MDOT's public information staff and to MDOT's planning and engineering departments. There is an on-going interaction of the planning/construction work and the public information effort -- such public information technical assistance will be provided at meetings of the planning and construction staff and in coordinating overall plan elements with MDOT public information offices in Lansing and Southfield.

Task budget: \$20,000 in 1986; \$20,000 in 1987

Proposal to Michigan Department of Transportation

for a

Motorist Information Plan

Lodge Freeway Reconstruction

1987

Task: Campaign Theme

All evidence indicates that the Lodge-ability theme adopted for 1986 activities worked extremely well -- it was used often by citizens and in the media. The public opinion poll also identified a high level of awareness among those polled. In addition, the block L logo worked well as part of the graphic presentation during 1986. For those reasons, both Lodge.ability and the block L logo will be continued into 1987.

The only change will be addition of an up-dating element, using "'87" to distinguish the 1987 activities from previous work.

Some emphasis will also be placed on incorporating into the overall campaign theme two key considerations for 1987:

1) the fact that commercial and special event activities in and around the corridor will be "business as usual" during reconstruction, to head off any lingering doubts that motorists might have about freeway and alternate route capacities and ease of use during 1987; and,

2) constant reminders that 1987's reconstruction work means closing the freeway from downtown detroit to 7 Mile Road one way at a time -- emphasizing that the open side is fully open and not only can be used, but should be used (combatting a motorist inclination in 1986 to simply not use the freeway at all during reconstruction, even when one or both sides were available without disruption).

Task Elements

Incorporate "'87" into Lodge-ability graphics where appropriate, as well as the "business as usual" and "use the open side" considerations.

Task: Media Relations Support

Primary responsibility for media relations on the Lodge reconstruction project will be shared by the Lansing and Southfield public information offices of MDOT. SEMCOG will provide local support for the media relations work, both directly and through sub-contractor, PR Associated.

Media coverage of 1986 was excellent -- news media in greater Detroit treated the reconstruction as a hard news story, making the media relations emphasis one of supplying information in a timely manner, particularly to the radio traffic reporters.

Task Elements

- news releases on various closing and opening dates throughout the project;
- in-depth briefings of appropriate media;
- kick-off news conference, tentatively set for March 11;
- creation of media kits for news conference and follow-up briefings;
- special briefing for radio traffic reporters;
- promotional visits to all radio stations carrying drive time traffic reports (expanding on a highly successful 1986 activity);
- editorial board meetings with major newspaper, magazine and television outlets;
- talk show appearances for MDOT Director prior to April 11 start date, around time of July northbound completion, southbound closure and around November completion date;
- extensive merging of reconstruction and Cobo Hall construction activities and schedules in media contacts.

Task: Print Materials

Emphasis in print materials will be on the alternate routes, in support of the "business as usual" nature of special events and institutional activities in the corridor.

Task Elements

- four brochures about the project, with one side containing generic information while the other side will feature four maps: the Central Business District; the University/Cultural Center Area; the New Center Area; and, the overall regional perspective. Each map will have color-coded alternate routes along with specific information about how to reach those various alternate routes and how to reach parking in various locations affected by construction. Where possible, additional information about the various areas will be included;

- the four maps will be reproduced as 6-color posters;

- kit covers will be produced with the project logo, for use in media relations work and briefings;

- buttons will be distributed at briefings and other meetings, using the slogan "I know about Lodge.ability";

- special parking instruction fliers may be developed, if appropriate, for special events and area facilities.

Task: Public Service Announcements

Both radio and television public service announcements will concentrate on three messages: 1) dates for closings and openings; 2) the open side is fully usable; and, 3) events and facilities are reachable and doing their business as usual.

Radio will be serviced through provision of text which can be adapted by each station to its personalities and format. Using text also provides excellent flexibility for covering dates throughout the spring/summer/fall reconstruction period.

Television spots will be less flexible and will concentrate on the open side usage and business as usual considerations.

Task Elements

- developed themes for both radio and television approaches;
- text for several waves of radio announcements (pre-April 11 closure; during northbound closure; the late July turnaround between northbound and southbound; during southbound closure; and, completion;
- three :30-second television announcements;
- text for cable system access channels.

Task: Advertising

Advertising will be directed toward several objectives:

- a) fully informing the motoring public about scheduled dates for closing and opening the freeway and its various ramps;
- b) emphasizing the alternate routes, their capacities and best ways to reach and use the various routes;
- c) use of the open side of the freeway;
- d) the "business as usual" approach to Detroit events and facilities during reconstruction;
- e) various elements of the overall motorist support project, such as the traffic hotline, the express bus and RideShare services, the tow truck, etc.

Timing of the advertising support will include an ad placement prior to april 11, another placement before the late July turnaround; another prior to completion; and, possible small space support during the construction period.

Advertising creative approaches and space placement plans will be developed by sub-contractor DeLeeuw, Ferguson and Bashaw.

Task Elements

- a space placement plan covering all three phases;
- a creative approach for text and graphics;
- completed art work for ad placement;
- reprinting, if appropriate, of ads as posters or handouts.

Task: Promotion

Activity in this task will be centered around a series of briefings for public contact personnel, and their supervisors, in facilities and institutions affected by the Lodge reconstruction work. A similar series was helpful in 1986 in reaching out to make experts in Lodge ability of those public contact personnel -- telephone operators, waiters and waitresses, hotel service personnel, public safety officers, parking lot/structure attendants, etc. In 1987, two types of briefings will be scheduled:

a) three general areawide briefings, one each in the downtown, New Center and University/Cultural Center areas;

b) site specific briefings for large facilities, such as Henry Ford Hospital, the Joe Louis/Cobo Hall complex, the Penobscot Building, etc.

Task Elements

- preparing kits for distribution to attendees at the briefings, to include brochures, a fact sheet, the Lodge ability button, special parking instructions, express bus and RideShare information and a schedule of planned closing and opening dates for various elements of the Lodge reconstruction and Cobo Hall Lodge reconstruction work projects.

- scheduling both the general and site specific meetings;

- securing co-sponsorship organizations for each briefing, to assist in stimulating participation.

Task: Speakers Bureau

As was the case in 1986, a slide presentation will be developed as the basic visual tool for telling the Lodge reconstruction story. The slide presentation will be used by SEMCOG in media relations support, in the public contact briefings and in special meetings of business and organizational groups in the corridor. Copies of the presentation will also be delivered to Michigan Department of Transportation personnel for use in Lansing meetings and for use by the project ombudsman in meetings with general public and community organizations within the corridor.

In addition, the 93-LODGE hotline will be maintained as the most timely information source for motorists.

Task Elements

- a slide presentation about the 1987 work, including a revised script and slides;
- maintain and program the Lodge-ability hotline.

Task: Monitoring and Evaluation

Securing feedback about the project during the project is the initial objective under this task. A later consideration is the final evaluation and final report on the two-year project.

In place of the Consumer Panel of 1986 (which did not produce the anticipated useful feedback), a monitoring panel will be used that is composed of SEMCOG, MDOT and Implementation Task Force staff member -- both those who use the Lodge and provide direct experience and those who have fellow workers and friends who use the Lodge, for indirect reactions. A response form will be devised for easy provision of information about problems and concerns that arise during the reconstruction work. such feedback will be shared with MDOT construction supervisors and used, where appropriate, in modifying the Motorist Information Plan and its elements.

Following completion of reconstruction work, all parties involved in the information effort will be contacted for evaluation of the two-year effort, including task force members, MDOT and SEMCOG staff, subcontractors. That evaluation will be combined with a narrative account of the information effort and examples of materials produced into a final report on this innovative approach to helping motorists during major urban freeway reconstruction.

Task Elements

- a response form for feedback from staff and task force participants;
- collecting and utilizing feedback information as appropriate;
- an evaluation form and process;
- a narrative description of the two-year project;
- a final report on the two-year project.

Task: Communication Project Management

In addition to making certain that the overall communications program functions effectively and efficiently, this task also covers coordination of the Lodge reconstruction work north of I-75 with the Lodge work done in conjunction with expansion of Cobo Hall.

Task Elements

- maintaining Implementation Task Force activities during both the plan development and plan implementation phases, as well as the evaluation process at project's end;
- producing and distributing the "Southeast Michigan Transportation Update" by which MDOT Director Pitz maintains a steady flow of information about the project to business, local government and community leaders in greater Detroit;
- supervising work done by sub-contractors for public relations and advertising support;
- providing linkage between the reconstruction and Cobo Hall process and mechanisms to make certain the flow of information to the motorists is coordinated and effective;
- participating in various MDOT technical committee meetings and activities to maintain a flow of information about those activities to the motorists, where appropriate, and to represent the motorist information needs in technical decision making.

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SECTION D
Research

Research

Before the two-year construction program started, a telephone survey interviewed 800 Lodge users, and asked their opinions about the Lodge and its reconstruction project. The purpose of the survey was to aid in the development of the Lodge public relations program.

The study was designed to learn the Lodge users' feelings about the necessity of the repairs and their reactions to the work. When asked if they felt the Lodge needed major reconstruction, 53% said it was absolutely necessary. However, over 50% surveyed said MDOT could not reduce inconveniences to drivers during the construction. Even when questioned about their potential driving habits during construction, there was a concern. Though 60% said "yes" to using surface streets more often and 48% said they would use other freeways, that left a considerable number of motorists who could conceivably use the Lodge during construction, and that would increase the possibility of traffic tie-ups.

A second-year public opinion poll was conducted to measure the effectiveness of the first year's motorist information program and to measure the expectation level in the second year. A telephone survey showed that 88% of those interviewed experienced little or no inconvenience during the first year. Some 47% of those surveyed recognized the Lodge ability theme, a good success indicator after six months of communication about a new product. Finally, 83% of those polled were confident that the closures would present little or no problems to Lodge motorists—the sort of confidence that the plan was designed to generate.



MICHIGAN DEPARTMENT OF TRANSPORTATION

PUBLIC INFORMATION OFFICE

PHONE: 517/373-2160 - P.O. BOX 30050 - LANSING, MICHIGAN 48909

3-13S

FOR IMMEDIATE RELEASE

MARCH 28, 1986

Regular users of the Lodge Freeway (US-10) in Detroit believe that it is in very bad shape, support the planned reconstruction this summer and next and expect to be able to cope with the construction work.

But they insist that they be kept informed about what is happening and when it is happening. And, despite publicity, about three out of five of them don't know about the project, which is set to begin in April.

Those are the key conclusions of a public opinion survey of 800 regular users of the freeway conducted early this year for the Michigan Department of Transportation (MDOT).

"We are pleased to learn that our rebuilding of the aging Lodge Freeway is viewed as positively as the poll indicates," said MDOT Director James P. Pitz.

"We have been able to design a reconstruction project and a Motorist Information Plan that match what the drivers told us they wanted in the way of both freeway reconstruction and 'coping' information," he said.

A 7.8 mile stretch of the 30-year-old freeway will be rebuilt over a two-year period as a "nearly \$40 million investment in metropolitan Detroit," Pitz said. In 1986, shoulders will be widened from I-75 in downtown Detroit north to Wyoming, along

with drainage and safety improvements. Work will begin on April 12, with completion expected in September. In 1987, the pavement will be replaced and some interchanges will be modified for improved safety and drivability.

A majority (53%) of those polled believe that the Lodge Freeway is in such poor condition and out-of-date that it requires a major overhaul to bring the freeway up to standards.

Drivers polled tend to minimize the amount of inconvenience the repair work will cause them. Nearly half (48%) claim that the project will cause them no real inconvenience; another 41% feel they will experience a little inconvenience and only 10% anticipate a lot of inconvenience.

Much of that feeling exists because drivers are adept at utilizing surface streets (60%) and other freeways (48%) during reconstruction. Only 8% suggest they will go places far less often while the freeway is being worked on.

In addition, Lodge Freeway drivers appear to be quite flexible in their willingness to accept some delay caused by the construction. A majority (53%) are willing to accept delays of 10 to 15 minutes or 15 to 30 minutes before they would stop going to places they normally reach by using the Lodge Freeway.

Much of that adaptability is dependent on having useful and timely information, the poll indicates. A total of 92% of those polled felt that construction begin and end date information would be very or somewhat useful to them while 81% want to know

about project status and progress and 91% want information about available alternate routes during construction.

In fact, after the project is described, a large majority (82%) perceive the State to be doing everything possible to keep difficulties facing drivers to a minimum while the Lodge Freeway is closed.

Prior to the survey, only 61% of the respondents said they had heard about the planned reconstruction of the freeway. Thirty-five percent said they were aware of it. The findings indicate the motoring public's need to be kept well and regularly informed about the project in order to cope with it with minimum difficulty.

More than 90% of those polled believe that freeways must be kept up-to-date both because it helps the state compete economically with other states and because such freeways make a good impression on visitors.

The public opinion poll was conducted for the Michigan Department of Transportation by Frank N. Magid Associates, Inc., of Iowa.

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Summary Report:
LODGE MOTORIST OPINION POLL

February 16, 1987

CRW Associates, Inc.
685 Pallister
Detroit, Michigan 48202

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INTRODUCTION

The Lodge Opinion Poll conducted during November and December of 1986 had the following five overall objectives:

- To determine user attitudes about the first year of the Lodge Freeway Reconstruction project, including any changes in driving patterns
- To determine effectiveness of Motorist Information Program elements
- To determine expected reactions to the Year II (closing) reconstruction project, including anticipated behavior patterns during reconstruction
- To determine motorist needs for knowledge about the project and sources of roadway information for Year II's Motorist Information Program
- To determine if the first year of the project has changed motorist attitudes toward the project

This report summarizes the findings of the survey for each of these key objectives.

METHODOLOGY

Poll results are based on telephone interviews with a representative sample of 800 Lodge Freeway users who live in Detroit and suburban areas most adjacent to the Lodge. The survey was conducted on evenings and weekends from November 15 through December 10, 1987.

The sample was selected using a random-digit-dialing (RDD) technique to insure inclusion of both listed and unlisted telephone numbers. The sample was drawn proportional to telephones in an area determined to be the residence of 72.6% of Lodge users. To define this area, CRW used 1980 tables obtained from SEMCOG showing the origin and destination of workers who use the Lodge Freeway on a daily basis in either direction at Wyoming. These data were given by SEMCOG area zones and grouped into larger geographically/community defined sectors. These areas, in turn, were translated into zip codes and telephone exchange areas for the purpose of defining the boundaries of the sampling area. The sampling area defined included all of Detroit, with the exception of exchange area 6 (Southwest Detroit, south of the Jefferies) and exchange area 2 (the far eastside). Suburban zip codes included in the sampling areas were: 48034 (Southfield), 48237 (Oak Park), 48220 (Ferndale), and

48075 and 48076 (Royal Oak).

A replicate sampling system was used and each number in the sample received, at a minimum, 4 callbacks until a final disposition was made. Overall, of the 2,175 working residential numbers in the sample, 961 non-eligible respondents were identified. These were households where there were no adults over 18 with driver's licenses, who had used the Lodge at least 4 times within the previous 4 months. From the remaining 1,214 numbers, 800 interviews were completed. The resulting response rate was 65.9%.

The interviewing was supervised by CRW's facility manager, a study manager at the University of Michigan's Institute for Social Research. Verification, monitoring and editing of interviewer work was conducted throughout the Lodge polling. All interview data were coded, checked, transferred to data tape, and verified at the 100% level.

Forty-nine percent (48.8%) of the respondents were male, 51.2% were females. Other demographic characteristics for Detroit Lodge users and suburban users were representative of those populations.

OVERALL FINDINGS

Objective I

To determine user attitudes about the first year of the Lodge Freeway Reconstruction project, including any changes in driving patterns

Conclusion 1: A majority of Lodge motorists say the Phase I construction caused them only "A little" inconvenience

- 55% say it caused a little inconvenience
- 33% say it caused no real inconvenience
- 12% say it caused a lot of inconvenience

Sub-conclusions:

- A. Persons using the Lodge to go to work report higher inconvenience levels than those using the Lodge to get to shopping areas or entertainment events
- B. Lodge users residing in the suburbs report experiencing more inconvenience than Lodge users residing in Detroit

Conclusion 2: A majority of Lodge motorists have a positive opinion of governmental efforts to minimize any disruption caused by the construction

- 57.8% say governmental efforts have been excellent or good
- 42.2% say efforts have been fair or poor

Sub-conclusions:

- A. Suburban residents give a more positive rating of governmental efforts to minimize disruption than do Detroit residents
 - 71.4% of Suburban residents say efforts are excellent or good
 - 55.2% of Detroit residents say efforts are excellent or good

B. The majority of Lodge motorists rate efforts of the state government and contractors positively in several areas

- 66.1% say efforts are either excellent or good in providing warning signs
- 51.4% say efforts are either excellent or good in keeping lanes closed to a minimum
- 76.4% say efforts are either excellent or good in doing the work in a safe manner
- 55.7% say efforts are either excellent or good in doing the work when traffic is not heavy

Conclusion 3: A majority of Lodge motorists used the freeway as often during Phase I construction as they did before the project began. However, a sizable percent used the Lodge a lot less often

- 54.1% used the Lodge as often
- 23.6% used the Lodge somewhat less often
- 19.4% used the Lodge a lot less often
- 2.8% used the Lodge more often

Sub-conclusions:

- A. People who use the Lodge to go to work were less likely to reduce their use of the Lodge during Phase I reconstruction than were those who use the Lodge to get to shopping areas or entertainment events
- 61% of workers used the Lodge as often, compared with 56.3% of shoppers, and 52.6% of motorists going to entertainment events

Conclusion 4: The Lodge repair project had little impact on drivers' destinations

- Only 8.5% say they go some places less often now because of the construction project
- 91.5% said they go to places just as often as before

Conclusion 5: Over three-fourths of Lodge users said they either frequently or sometimes: 1) use alternative freeways instead of using the Lodge (79.1%) 2) use surface streets instead of the Lodge (76.5%)

Sub-conclusions:

- A. Suburban Lodge users have a more inelastic demand for the Lodge freeway as compared to Detroit Lodge users
- Only 18.3% of Lodge users from Detroit say they never use alternative freeways instead of the Lodge
 - 31.0% use alternative freeways frequently
 - 50.8% use alternative freeways sometimes
 - In contrast, 32.4% of the suburban users said they never use alternative freeways
 - 22.8% use alternative freeways frequently
 - 44.9% use alternative freeways sometimes
 - 20.7% of Lodge users from Detroit say they never use surface streets instead of the Lodge
 - 27.5% use surface streets frequently
 - 51.8% use surface streets sometimes
 - 36.0% of suburban users said they never use surface streets
 - 14.0% use surface streets frequently
 - 50.0% use surface streets sometimes

Objective II

To determine if the first year of the project has changed motorist attitudes toward the project

Conclusion 6: Lodge motorists found that the repair project caused them somewhat more inconvenience than they had anticipated

- In early 1986, 48% said the repair project would not make it very difficult to get around, while after Phase I reconstruction only one-third (33%) reported no real inconvenience
- In early 1986, 10% reported that they anticipated a lot of inconvenience; after Phase I, 12.2% reported experiencing a lot of inconvenience

Conclusion 7: More motorists used alternative freeways and surface streets during Phase I reconstruction than was anticipated

- Prior to the project, 48% indicated they would use alternative freeways more often; 79% reported after Phase I that they had used alternative freeways frequently or at least sometimes
- Prior to the project, 60% thought they would use surface streets more often; 77% actually reported doing so frequently or sometimes

Objective III

To determine effectiveness of Motorist Information Program elements

Conclusion 8: Motorists' ratings of information communication is positive

- A majority (60.5%) say the Michigan State Government has done either an excellent or good job in informing them about the Lodge freeway repair project which began last April. Only 10.2% say this job done was poor.
- A majority (57.6%) also say efforts in providing information on when repairs are taking place have been either excellent or good

Sub-conclusions:

- A. When asked what they could have been better informed about, motorists reported: closed exits and/or entrances and the actual times and places the freeway will be closed

Conclusion 9: Lodge motorists say they were informed through all the major media, but not through letters or flyers

- Television (80.3% were informed)
- Newspapers (70.7% were informed)
- Radio (69.4% were informed)
- Warning signs on the freeway (69.1% were informed)
- Word of mouth (53.0% were informed)
- Letters or flyers (9.4% were informed)

Conclusion 10 Awareness of specific aspects of the Lodge communication and assistance program varies

- Two-thirds (67.3%) are not aware of the Hot Line
- Most motorists (94.1%) are not aware of the free tow truck
- Two-thirds (69.5%) are aware of the changeable message signs
- More than four in ten (42.1%) are familiar with the term "Lodgeability"
- A majority (62.5%) say they saw the T.V. announcements last Spring about the Lodge repair project

Objective IV

To determine expected reactions to the Phase II (closing) reconstruction project, including anticipated behavior patterns during reconstruction

Conclusion 11 Use of the Lodge will decrease during Phase II operations (i.e. when one side closes)

- 34.6% say they will use the open side a lot less often than they currently do
- 25.6% say they will use the open side somewhat less often than they currently do
- 39.8% say they will use the open side as often as they do now

Sub-conclusions:

A. Suburban Lodge users resist moving away from the Lodge more than Detroit Lodge users

- About half (49.3%) of suburbanites say they will use the open side as often as now
--in contrast, less than four in ten (37.8%) Detroiters say they will use the open side as often as now
- 29.7% of suburbanites say they will use the open side a lot less often
--in contrast, 35.6% of Detroiters say they will use the open side a lot less often
- 21.0% of suburbanites will use the open side somewhat less often
--26.6% of Detroiters will use the open side somewhat less often

B. Those using the Lodge for work resist moving away from the Lodge more than other users

- Almost half (48%) of the workers say they will use the open side as often as now
--in contrast, 40.6% of the shoppers say they will use the open side as often, and 41.1% of those using it for entertainment events

Conclusion 12 The Southfield and Jefferies will be the most often used alternative routes

- Of the 39.8% of motorists who go to work on the Lodge, 56.9% will use the Southfield and Jefferies most often as alternative routes
- Of the 48.0% of motorists who get to shopping areas via the Lodge, 63.0% will use the Southfield and Jefferies most often as alternative routes
- Of the 65.3% of motorists who get to entertainment events via the Lodge, 62.5% will use the Southfield and Jefferies most often as alternative routes

Conclusion 13 While the Lodge is closed in one direction next year, shopping at places off the Lodge may decrease significantly while attendance to downtown Detroit events will decrease only somewhat

- 34.6% of those who use the Lodge for shopping report that they will shop at places off the Lodge less often; however, only 15.9% of those using the Lodge for entertainment events report that they will go to these downtown Detroit events less often

Conclusion 14 Lodge motorists like the idea of an express bus service from the Southfield area to Detroit

- 70.2% say they would consider using such a service

Conclusion 15 Only slightly more inconvenience is anticipated by Lodge motorists during reconstruction next year than was experienced last year

- 49.4% say Phase II will cause a little inconvenience
- 33.4% say it will cause no real inconvenience
- 17.2% say it will cause a lot of inconvenience

Sub-conclusions:

A. Workers anticipate the most inconvenience

- 31.6% of workers report that it will cause a lot of inconvenience, compared with 18.5% of shoppers and 19.7% of those who travel the Lodge to entertainment events

B. Suburban users anticipate more inconvenience than Detroit users

- 23.7% of suburban users, as compared with 15.9% of Detroit users say Phase II reconstruction will cause a lot of inconvenience

Objective V

To determine motorist needs for knowledge about the project and sources of roadway information for Phase II's Motorist Information Program

Conclusion 16 Lodge motorists are not aware of plans for Phase II reconstruction

- Eight out of ten (80.6%) say they have not heard about the upcoming construction
- Only two out of ten (19.4%) say they have heard about the upcoming construction

Sub-conclusions:

A. There is no difference in the awareness levels of suburban and Detroit users

Conclusion 17 Lodge motorists are divided in the ways they would most prefer to get information about the Lodge Freeway repair project

- 34.9% say television
- 29.3% say radio traffic reports
- 23.1% say newspapers

Sub-conclusions:

- A. Detroiters most prefer to hear about the repairs on T.V.
- 37% of Detroiters as compared with 25% of suburbanites prefer T.V.
- B. Similar percentages of Detroiters and suburbanites favor radio (29% vs. 30%)
- C. A slightly higher percentage of suburbanites prefer hearing through newspapers (26.5% vs. 22.4%)

Special Issue -- Litter Cleanup

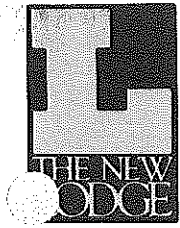
- 30.3% of Lodge motorists rate the job being done on litter cleanup in the Detroit area as excellent or good; 35% rate it as poor
- A majority (58.3%) say more dollars should be spent on litter pickup in the Detroit area
- Of these, three-fourths (74.2%) say they would be willing to pay for increased litter pickup (43.2% of Lodge motorists)
- Detroit Lodge users are more likely to want more dollars spent on litter pickup (60% of Detroit Lodge motorists vs. 50.4% of suburban Lodge motorists)

SECTION E
Media Relations

Media Relations

Good relations with the media were extremely important. Continual "hard news" coverage would be required to keep motorists informed of regular construction activity. Reporters were given information immediately. Radio and television traffic reporters were given special consideration and often were updated more than once in a day, allowing them to give their viewers and listeners the latest information.

Michigan's top-rated AM radio station, WJR, adopted the Lodge as a special promotion during the middle of the construction project. The station offered our brochures to the listeners, and more than 1,000 were mailed by the station. The news department and traffic helicopter reporters covered the Lodge project as an almost-daily news story.



NEWS: Lodge Freeway Re-Construction



Contacts: Project Information: Brenda Peek-Redhead (313) 569-3993
Public Information: Donn Shelton (313) 961-4266
MDOT Information: Tom Shawver (517) 373-2160

For Immediate Release

May 22, 1985

State Transportation Director James P. Pitz today laid out a new plan for reconstruction of 7.8 miles of the John C. Lodge (US-10) Freeway in Detroit.

It will cut the total time of traffic disruption nearly in half, he said, and should be several million dollars less costly than the plan that was rejected in February because the low bid was more than 30 percent over estimates.

The work still will be done in a two-year time frame -- from mid-April to late September in 1986 and early November in 1987. But the freeway will be closed to traffic only in 1987 and only in one direction at a time.

The project area extends from I-75 (Chrysler) Freeway north to Wyoming Avenue.

The northbound lanes will be shut in 1987 for about three months while the concrete pavement is totally replaced and the southbound lanes will be closed for the same length of time.

"This will consolidate all the traffic disruption into one construction season, instead of extending it over two seasons as was originally planned," Pitz said. "The total time of closure for both directions now will be about six months instead of ten.

"The end result will be a modern, completely rebuilt freeway with improved safety features and drainage and attractive landscaping. It will be built to serve the Detroit metropolitan area for 30 years and more."

The savings in time and money will be achieved mainly by revision of the construction procedures by the Michigan Department of Transportation (MDOT).

"It's our belief that the original plan required the contractor to do too much in too little space in too little time," Pitz said. "There appeared to be doubt that the work could be completed on schedule, and that was reflected in the amount of the bids."

The current estimate of the cost is \$39 million -- nearly \$14 million for the 1986 work and a little more than \$25 million in 1987. The low bid last January for half of the job was \$21.4 million.

The 1986 schedule calls for the contractor to extend and upgrade the drainage system, widen the shoulders to 12 feet and build a safety wall along the outside edge of the shoulders.

All freeway lanes will be kept open to traffic during the morning and evening rush hours. Only one lane will be closed for construction at other times and it will remain open along stretches where construction is not taking place.

The schedule will require the contractor to work seven days a week from 7 a.m. to 9 p.m., but work can be halted for special public events such as the Grand Prix auto race in downtown Detroit.

The 1987 schedule calls for the freeway pavement to be removed and replaced.

Work will begin on the northbound (outbound from downtown Detroit) lanes, which will be closed in mid-April and reopened before the end of July.

The official detour will be along I-96 (Jeffries) and M-39 (Southfield) freeways, but motorists also will be encouraged to use other freeway and surface routes, where traffic signals will be retimed to improve traffic flow.

After the northbound lanes are rebuilt, the entire freeway will be opened for two weeks while the contractor readies his equipment for work on the southbound lanes and traffic signals are changed to favor southbound traffic. Then the southbound lanes will be closed for reconstruction.

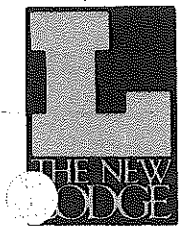
The entire project should be completed in early November. Pitz said the new plan was developed with the aim of minimizing traffic disruption, considering the extent of the work to be done.

He and other state transportation officials, as well as others involved in the project development, have met with government leaders and representatives of business organizations and area institutions in efforts to devise the best plan possible.

Pitz said the transportation department and others also will work with community and neighborhood groups to minimize inconvenience for residents of the Lodge corridor. He has appointed Walter Washington, an MDOT employee, as ombudsman on the project to deal with neighborhood and community concerns and problems.

During the 1987 construction season, special busing and ride-sharing programs will be set up in cooperation with the Southeastern Michigan Transportation Authority (SEMTA) and the Southeast Michigan Council of Governments (SEMCOG).

"We feel the new timetable for Lodge freeway construction represents as little inconvenience for motorists as possible," Pitz said. "It also reflects our very deep concern for the many restaurant operators, retail merchants and those who stage special events who depend on public traffic. We recognize the importance of limiting the freeway closing periods and of widely publicizing alternate routes to keep traffic flowing throughout the reconstruction period."



NEWS: Lodge Freeway Re-Construction



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MDOT Information: Tom Shawver (517) 373-2160

3-6S

FOR IMMEDIATE RELEASE

March 9, 1987

The Michigan Department of Transportation (MDOT) will be "ready to go" April 11 on the second and final phase of the John C. Lodge Freeway reconstruction, State Transportation Director James P. Pitz said today.

"The toughest part of the project is about to begin, and it will require us to close the freeway one direction at a time between Cobo Hall and Seven Mile Road," Pitz said.

"We are planning for a repeat performance in our effort to minimize inconvenience to motorists," he said, adding:

"Our Lodge-ability motorist information program worked extremely well last year. We had great cooperation from the news media and the city, from neighborhood residents, institutions and businesses affected by the project, from the various traffic reporting services and from everybody else, including the motorists who use the freeway. That's what it will take to make the 1987 work program just as successful."

The northbound lanes of the freeway will be closed Saturday, April 11, from Cobo Hall north to Seven Mile Road. The pavement on all three lanes will be moved and replaced by the contractors on the \$40.89 million project -- Denton Construction Co. of Grosse Pte. Woods and Midwest Bridge Co. of Williamston. Other work will range from replacement of sewers and improved under-drainage to pavement patching north of the main project to Eight Mile Road.

The new northbound lanes are scheduled to open in late July. The southbound lanes will close several days later and reopen in early November.

"Completion of the project will give Metropolitan Detroit the equivalent of a modern new freeway, with all new pavement having a service life of 35 years," Pitz said.

Four detour routes on both freeways and major surface streets are recommended for northbound motorists during the first half of the project, and for southbound drivers in the latter half.

One route follows the Jeffries and Southfield freeways. Other alternate routes will be Grand River Avenue to Southfield Freeway, Woodward Avenue to westbound Eight Mile Road and I-75 to westbound Eight Mile Road.

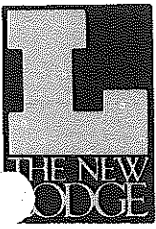
Traffic lights on Woodward Avenue and Grand River Avenue will be re-timed to favor northbound traffic and later southbound traffic.

The Detroit Police Department will provide extra traffic controls at surface street intersections on alternate routes and from the air. Tow trucks will patrol the alternate routes during peak hours to provide the same free towing service for disabled vehicles that was provided in the project area last year.

MDOT will provide special express service on Greyhound buses throughout the construction period from parking areas established at the National Guard Artillery Armory, Eight Mile near Greenfield, and at Lahser and 11 Mile Road. SEMTA and the Detroit Department of Transportation are expanding their regular line-haul services and ride-sharing programs are being beefed up. All the services will be widely advertised.

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NEWS: Lodge Freeway Re-Construction



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10-7S

FOR IMMEDIATE RELEASE

October 7, 1987

The southbound John C. Lodge Freeway will be opened to traffic Oct. 14 (Wednesday), several weeks ahead of schedule, State Transportation Director James P. Pitz announced today.

The opening will complete a two-year project to rebuild 8.7 miles of the freeway from I-75 north through the heart of Detroit to Meyers Road.

Gov. James J. Blanchard will attend the opening ceremonies, set for 1:30 p.m.

"Everything has gone well on this project from start to finish," Pitz said. "The weather was with us and the contractor -- Denton/Midwest -- worked seven days a week to get the job done."

"This is a team victory for everyone involved," he said. "That includes the contractors, the work force of the Michigan Department of Transportation, the news media and other information outlets who kept everyone informed and, of course, the freeway users who cooperated so well in using the alternate routes that were available to them."

Replacement of the pavement in the aged freeway -- some of it 35 years old -- began with the shutdown of the northbound lanes on April 11. Northbound traffic was restored on July 16, more than a week ahead of schedule, and the southbound lanes were closed the following day.

The new pavement is expected to last for 35 years.

A clause in the contract provides for Denton/Midwest to collect a \$30,000-a-day incentive for every day the job is finished ahead of schedule. There is also a \$30,000 penalty for every day the job is late.

The contract calls for a Nov. 4 completion date and penalties starting Nov. 11.

Pitz noted that most of the incentive money was spent for overtime work and equipment rentals required to complete the job ahead of schedule.

The \$56 million project began in the spring of 1986. The first year's work included widening of shoulders, construction of four-foot safety walls on the outside edge of the shoulders, extending and upgrading the drainage system, cleaning and inspecting storm sewers and some bridge and ramp work.

Traffic was maintained through the construction areas at all times.

Besides pavement replacement, work this year included placement of a bridge deck at the Davison interchange and completion of other improvements at both the Davison and Livernois interchanges. Cross-line sewers were replaced and improvements made in the underdrainage.

Freeway lighting was rehabilitated at a number of locations to improve safety. Ramps were widened and pavement replaced at Forest and Milwaukee and work was done on the existing SCANDI electronic traffic surveillance and control system to improve traffic flow.

The project area will be landscaped next year under a separate contract.

Federal highway funds are paying 77 percent of the project cost. The state will pay 20.5 percent and the city of Detroit 2.5 percent.

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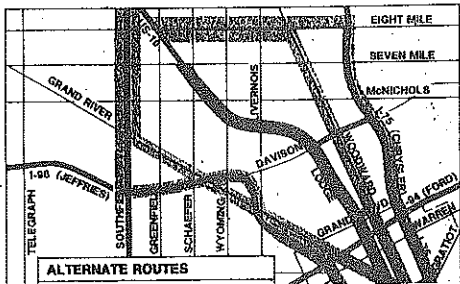
A slowdown for Motown

Lose a freeway, gain a headache

"LODGE, from Page 1A that high-speed ditch daily to get home must think like the crew of the Starship Enterprise and go where they have never gone before.

Some advice: Be patient — expect that it will take you 20 percent longer than usual — and try to stay away from the Abbott Street entrance ramp.

The northbound Lodge will be open at Abbott, but only to provide access to



It's 'L Day' in traffic war

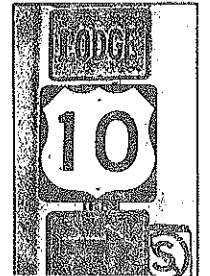
Beefed-up police force to assist motorists

By Jim Tittsworth
News Staff Writer

Detroit police switched an additional 75 officers to traffic control units today to help guide commuters around the Lodge Freeway reconstruction work, which has closed the northbound lanes from downtown to Seven Mile.

The first business day of the Lodge work was expected to bring confusion and traffic jams, but state transportation officials believe extensive alternate routings and increased bus service will help commuters adjust

DODGING THE LODGE



command post at police headquarters.

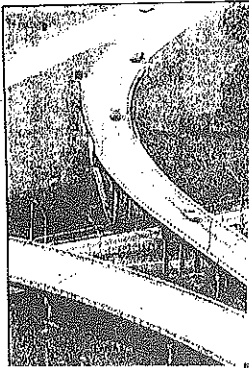
Initially, officers will be assigned to intersections where police and highway engineers are anticipating problems.

The Jam? It went thataway

Lodge goes to pieces as drivers leave city

By Lou Mleccko and Scott Martelle

Det. Free Press, 4-13-87



10A THE DETROIT NEWS/Monday, April 13, 1987

CLOSING THE LODGE: Freeway travelers put to the test

DODGING THE LODGE

222-2351

LODGE HOT LINE: During the Lodge reconstruction, The Detroit News will run a special column called



Dis-Lodged

Outbound lanes vanish today, so this word to the wise: Plan!

By BRIAN FLANIGAN
Free Press Staff Writer

The Day of Reckoning has arrived, folks.

After months of warning, complete with colored-coded maps — "Let's see, red's the Jeffries, yellow's Woodward, but what the heck's this green thing?" — today is the day we prove we really can cope.

The northbound John Lodge Freeway is closed from downtown Detroit to Seven Mile Road, a 1.5-mile, \$41 million

- Bus schedules, maps. 23A.
- Tell us your Lodge story. 23A.
- Drama, romance in 'As the Lodge Closes.' 2B.

rebuilding project. And now, for the first time, the 60,000 motorists who use See LODGE, Page 23A



JOHN Road workers Reg and Kayo Colone beneath Warren A

Rush hour traffic jam fails to happen

From page 1A

And those drivers apparently had no trouble finding other ways to get where they were going.

Northbound Lodge Freeway reopens

Drivers find pavement a joy to drive on, but manhole covers pop

By BRENDA J. GILCHRIST
Free Press Staff Writer

For one motorist, the repaved Lodge was so nice that she wanted to drive it twice.

"It was great; I loved it," said Kathy Hearn of Detroit, who drove the northbound lanes of the freeway — which had been closed for 97 days — to the Eight Mile Road exit.

"It was different; it was really nice. Once I got past Wyoming, I wanted to back up." The freeway officially opened at 3 p.m. Thursday, putting an end to weeks of alternate routes 10 days ahead of schedule.

The only problems were caused by manhole covers that popped throughout the northbound stretch, state police said. The popped covers caused traffic slowdowns around 4:30 p.m. State police said the cause of the problem was not known.

Travelers passing Milwaukee Avenue were greeted by a giant "Welcome Back" sign placed by Denon-Midwest, the contractors for the new pavement job.

The southbound lanes from Seven Mile

"People got the word and they made

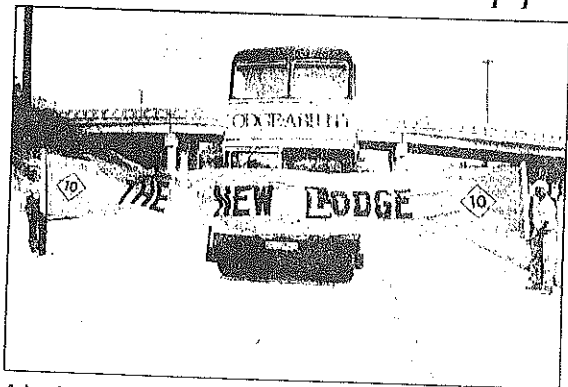
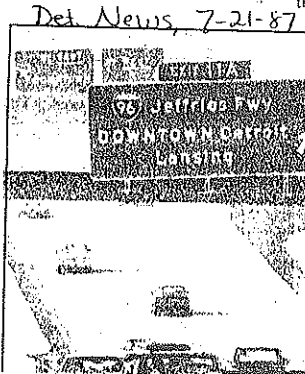
DODGING THE LODGE



No Lodge? No problem, southbound drivers say

Alternative routes easily absorb traffic

By Lou Mleccko
News Staff Writer



A bus breaks through a banner at opening ceremonies of the refurbished northbound Lodge on Thursday.

SECTION F
Newspaper Advertisements

Newspaper Advertisements

The use of paid newspaper advertisements was one of the most innovative aspects of the Lodge Motorist Information Plan.

A full-page ad in the Detroit Free Press, Detroit News and Michigan Chronicle announced the program before construction began. In the second year, a four-page insert was placed in the two Detroit newspapers, the Sunday before the second phase of construction started. The insert announced the closing of the northbound Lodge and provided information about alternate routes.

A special insert was also developed for the Motor-Lodge, the express bus service available during the second year of reconstruction. The insert was placed in suburban newspapers.

LODGE·ABILITY*

THE NEW LODGE PROJECT.

Just for a second, try to imagine how you would feel if 150,000 cars and trucks ran over you. Every day. For thirty straight years.

You wouldn't be doing too good, would you?

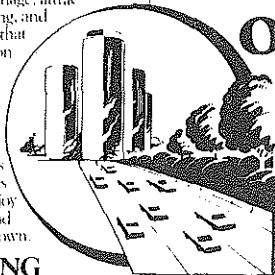
Well, neither is the Lodge Freeway.

Since 1956, the Lodge has been one of the busiest and most popular thoroughfares in and out of Detroit. Unfortunately, the only way to make repairs on such a heavily traveled freeway, and still keep it open, is to patch it. And patch it. And patch it.

But you can only do that for so long.

Now the time has come to do it right. Not with another quick-fix, but with a complete renovation project that will transform the old Lodge into a modern, state-of-the-art freeway. That will mean wider shoulders, resurfacing of pavement, better bridges, better drainage, attractive new landscaping, and added safety. And that will mean driving on the Lodge will be a pleasure again.

In the interim, a little LODGE·ABILITY will go a long way to help us conduct business as usual, as well as enjoy all the fun, food and festivities around town.



*The ability to get through, over and around the construction we've all been waiting for on the Lodge Freeway.

ANYTHING A WORTHWHILE TAKES A WHILE.

The first phase of construction on the Lodge Freeway begins April 12, and continues until October. During this time, sections of the right-hand lanes, shoulders and selected on/off ramps between I-75 and Wyoming, north and south, will be closed for complete renovation. To accommodate the remaining two lanes of traffic still in use in both directions, new lanes will be re-stripped for high visibility. All south-bound lanes will be open during the morning rush hour, and all north-bound lanes will be open during the evening rush hour.

That's the first year. And what's comforting about it is that it probably won't be much different from the kind of freeway construction you've been used to in the past.

For 1987, plans call for closing portions of the Lodge Freeway (one direction at a time) from I-75 to Wyoming, so that the pavement can be totally replaced. As in 1986, this second phase of construction will take place from mid-April to October.

Now if the length of The New Lodge Project seems like a long time to you, and an obstacle you're not sure how to deal with, just remember that with a little LODGE·ABILITY behind you, it'll all go by fast, it'll all be very easy, and it'll all be worth the wait.

That's what LODGE·ABILITY is designed for - to get you through, over and around the construction we've all been waiting for on the Lodge Freeway.

LOTS OF WAYS TO GET WHERE YOU'RE GOING.

Okay. At this point you're probably wondering, "So how am I supposed to get downtown and back for business appointments, shopping, dining, dancing and/or other forms of activities and entertainment?"

Hey No...problem.

First of all, for special events like the Freedom Festival fireworks display and the Detroit Grand Prix, construction on the Lodge will come to a screeching halt so no one misses out on any of the fun.

Secondly, there are so many good alternate routes to and from the city, you will find several that are just as accessible, direct and fast as the Lodge is. To make your selection even easier, all you have to do is cut out the attached map, take a few minutes to

locate the alternate routes that are best for you, and then put it on your car visor, or in your wallet, purse or glove box. In addition, a free LODGE·ABILITY brochure - loaded with tips and information - is yours for the asking at many locations all over town.

What's important is that you become aware of, select, and get used to, your alternate routes to and from downtown Detroit sometime before April of 1987. You should also look into and seriously

consider the advantages of Ride Sharing, Michi Van van-pooling and taking the bus while the New Lodge Project is under construction. That way, with all those alternatives to choose from, when the Lodge Freeway is semi-shut down in 1987 you'll be able to say with confidence and conviction, "Hey No...problem."

And that's what LODGE·ABILITY is all about.

A LITTLE INFORMATION GOES A LONG WAY.

Nobody likes surprises on the road. Especially when you're on your way to catch the first act at the theater, or the first pitch at Tiger Stadium.

So, while The New Lodge is under construction, important information will be passed on to you via television, radio and newspapers. That way, you'll know exactly which sections of the right-hand lanes and which on/off ramps are closed. And, if necessary, how much extra time you may want to allot for your trip to or from downtown.

These "bulletins" will be available every single day the Lodge is under construction, and they will be up-to-date.

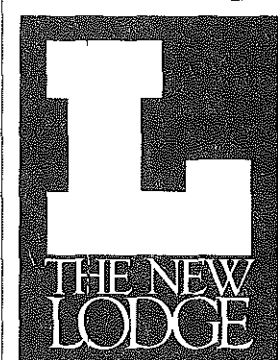
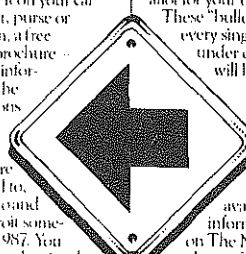
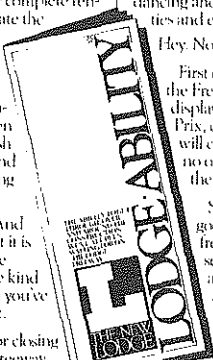
Another way to get current information is by calling the Lodge Line, 93-LODGE. It's a 24-hour telephone service and it's available to help keep you informed about conditions on The New Lodge Freeway... and out of a jam.

NO REASON TO CHANGE ANY PLANS.

Let's face it. Any highway construction can cause some inconvenience, and The New Lodge Project is no different.

But with a little advance planning on your part, and a little advance information on our part, you'll still be able to enjoy the meals and museums, Grand Prix and Greentown, and concerts and comforts of the Detroit Metropolitan area.

That's what we call LODGE·ABILITY. And it's an important thing for all of us to have until The New Lodge Freeway is here.



PAVING THE WAY TO THE FUTURE.

LODGE•ABILITY*

THE NEW LODGE PROJECT.

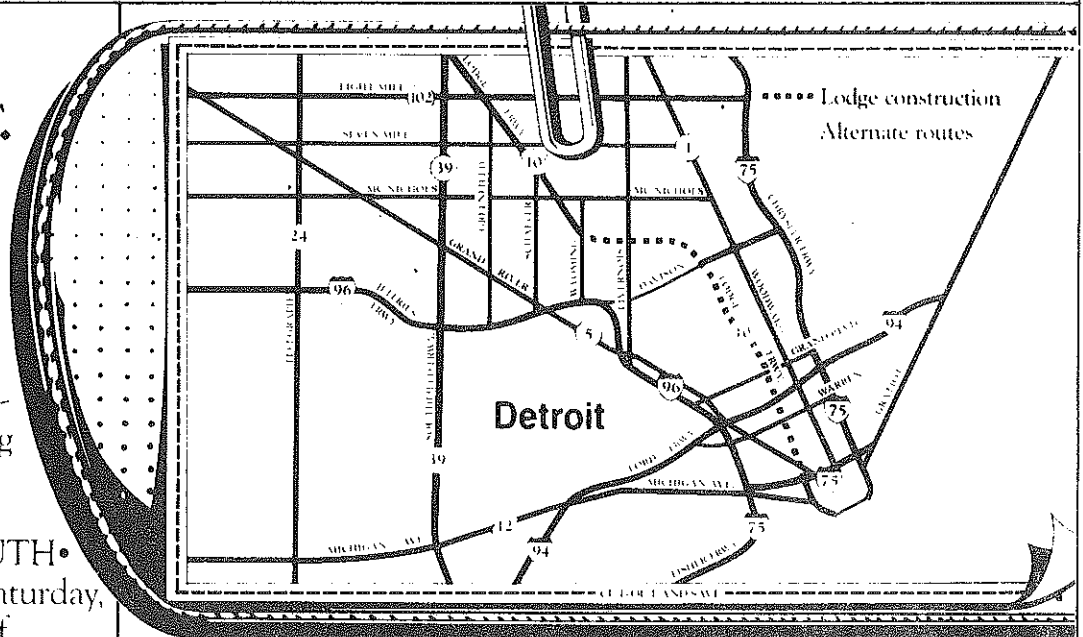
Since April 12, thanks to the cooperation of Detroit's motorists (and a little LODGE•ABILITY), construction on the northbound Lodge Freeway has been proceeding very smoothly — no pun intended.

Now it's time for SOUTH•ABILITY. Because on Saturday, May 17, the same kind of construction begins on the southbound Lodge Freeway. And you should be aware of it so that you'll be able to put your LODGE•ABILITY to good use the next time you head downtown.

But don't worry. Because just as we're doing with the northbound lanes, construction on the southbound Lodge is planned so that it will cause motorists as little inconvenience as possible.

As we did on the northbound Lodge, all three southbound lanes will be re-striped for high visibility during regular hours. During construction hours, the right-hand lane and shoulder will be blocked off for renovation.

Remember, however, that



***The ability to get through, over and around the new construction on the southbound Lodge Freeway.**

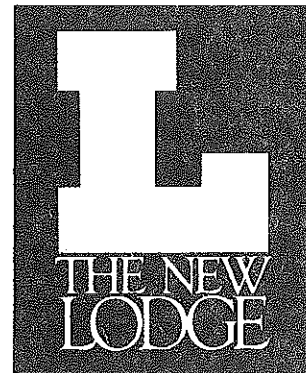


during the morning rush period, all three southbound lanes of the Lodge Freeway between Wyoming and I-75 will be open to accommodate the heavy flow of traffic.

But, just in case, you should also remember to select, and be ready to use, any alternate routes that can get you where you're going just as easily as the southbound Lodge. Plus, you should also be aware of construction information passed on through the newspaper, television and radio, or

by calling the 24-hour Lodge-Line at 93-LODGE.

That's what SOUTH•ABILITY is all about. And like LODGE•ABILITY, that's what'll get you through, over and around the construction on The New Lodge Freeway.



SOUTH•ABILITY BEGINS MAY 17.

How to get around the Northbound Shutdown.



COLOR CODED ROUTES – The four alternate routes are color coded on this map and in the special Lodge • Ability '87 brochure. The actual detour signs on all four routes will be color coded to correspond.

Next
Saturday,
half the
Lodge
Freeway
will
disappear.

The Northbound is closing. The Southbound is open.

OK, so it's not going to *totally* disappear.

But starting next Saturday, the Northbound Lodge will close for construction. It'll be like it's not even there to drive.

So the time to start thinking about alternate routes is *now*.

That's what Lodge•Ability '87 is all about. Getting ready for the final round of the construction we've all been waiting for on the Lodge Freeway.

It's not a minor patch job. This isn't a small fix. This is the final phase of a total renovation that will transform the Lodge into a new, state-of-the-art freeway.

WE'RE CLOSING ONE SIDE AT A TIME.

The Northbound Shutdown will close the Lodge for construction from Woodward & Griswold to the Seven Mile Road entrance. It won't re-open until late July.

So if you're a Northbound Lodge driver, you'll need to find an alternate route. Because the Northbound will be *completely* closed.

While it is, the Southbound lanes will stay open. Completely open and drivable for Southbound traffic only.

Work on the Southbound Lodge starts in late July and will continue into November. All that time, the revitalized Northbound will be wide open for traffic going north.

So, one side of the Lodge will always be open during the project. But since that also means one side will be closed, let's talk about some other ways to get you where you're going.

WHAT ARE YOUR ALTERNATIVES? THERE ARE FOUR.

Sure, the Northbound Lodge is closing. But downtown is definitely wide open for business.

And driving in and out of Detroit for business appointments, shopping, dining and dancing can still be a breeze.

Just use one of the four alternate Northbound road routes. You'll find they're fast and direct, just like the old Lodge.

They're outlined on the back of this brochure. To get yourself some instant Lodge•Ability, we suggest you take a test drive.

Just locate the alternate route that's best suited for you. Try it out once or twice before the actual Northbound closing. You'll find it could put you ahead of the pack next week.

A FULL COURSE IN LODGE•ABILITY

Alternate routes are good for starters. But it's going to take a complete transportation program to make Lodge•Ability '87 come off smoothly.

That's why, for the Lodge Project, the Michigan Department of Transportation has put together the most comprehensive information program ever assembled as a service to motorists.

You'll find brochures, hotlines and continuous media updates to help ease you through the summer's driving.

Out on the road, there'll be a special package of services for drivers during the Lodge work. Several that have never been used before the Lodge•Ability campaign.

There'll be special express service in chartered Greyhound buses. Expanded RideSharing operations. And rush-hour tow truck assistance on the alternate freeway routes to help reduce traffic tie-ups.

It's all designed to take some of the edge off the road work. And to help speed you on your way.

The Shutdown won't stop your fun downtown.

THIS IS A CONCRETE IMPROVEMENT.

For 30 years now, the Lodge has been one of the busiest thoroughfares in and out of the city. And the only way to repair such a heavily traveled freeway, without closing it down, is to patch it. And patch it some more. And we know that's not enough.

Now, the time has come for a total transformation. Both sides of the Lodge are going to be completely rebuilt. And that's just for starters.

The new Lodge is also getting wider shoulders. Rebuilt bridges. Improved safety barriers. Even a better drainage system.

It's getting a facelift, too. With a complete landscaping program.

So not only will the new Lodge ride better, but the whole Lodge corridor will look better, too.

You see, this isn't just simple "road work." It's a complete transformation of the Lodge into a state-of-the-art urban freeway. And it's all going to make driving on the Lodge a pleasure again.

TAKE YOUR LODGE•ABILITY ON THE ROAD.

Let's face it. Any major highway construction is going to cause some inconvenience. And The Lodge Project is no different.

After all, 120,000 cars and trucks drive the Lodge every day. That makes Lodge•Ability '87 the biggest auto event in the history of Detroit. And perhaps the most complex.

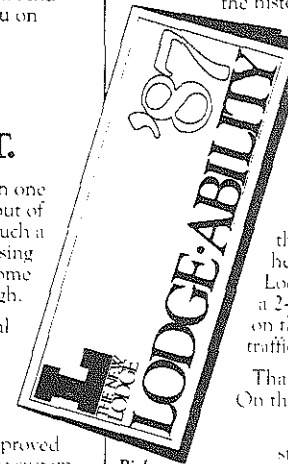
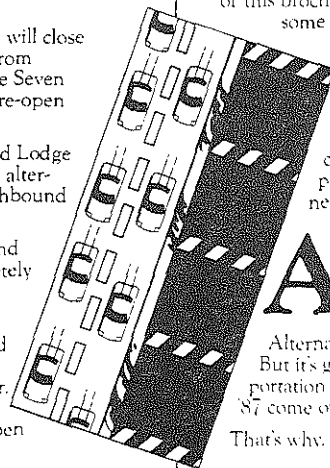
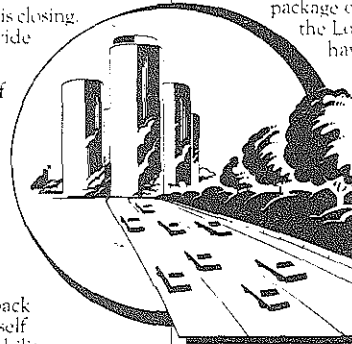
But that doesn't mean it has to be tough on you. With some advance planning, and our handy map and alternate route signs to guide you, you'll still be able to get where you're going.

If you find you need up-to-the-minute information to help you along, just call the Lodge-Line at 93-LODGE. It's a 24-hour telephone service on the latest construction and traffic conditions.

That'll help keep you current. On the move. And out of a jam.

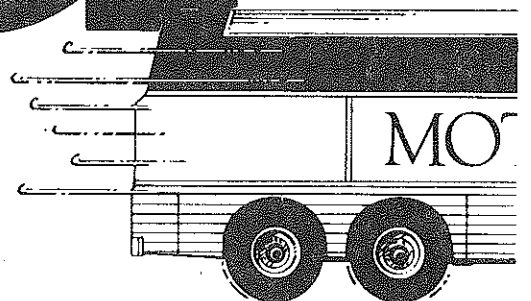
That's Lodge•Ability, 1987 style. And it's an important thing for all of us to have until The New Lodge Freeway is here.

Pick up your free Lodge•Ability '87 brochure.



IT'S LODGE•ABILITY '87

**YOU'RE
INVITED
TO JOIN
THE
MOTOR.
LODGE.**

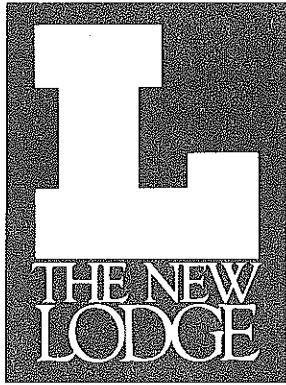


Sit back, relax and read a paper. We're driving you to work on the Motor-Lodge.

Let's face it. The easiest way to get around the construction on the Lodge, is to not drive the Lodge at all.

That's why we're inviting you to join the Motor-Lodge. It's a fleet of plush Greyhound busses that'll speed you to and from downtown while the construction's going on.

Starting April 6th, the busses will leave from two sites - 11 Mile & Lahser and The

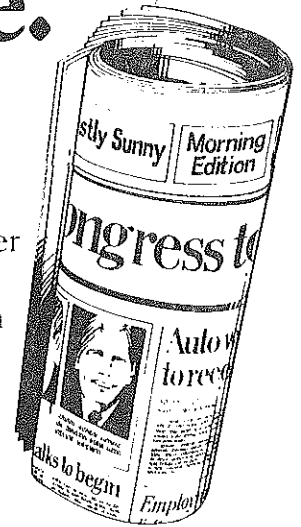


Artillery Armory at 8 Mile and Greenfield.

Each Motor-Lodge location will provide schedule information and tickets. And these facilities will be open weekdays from 6 AM to 10 AM and 3:30 PM to 6:30 PM.

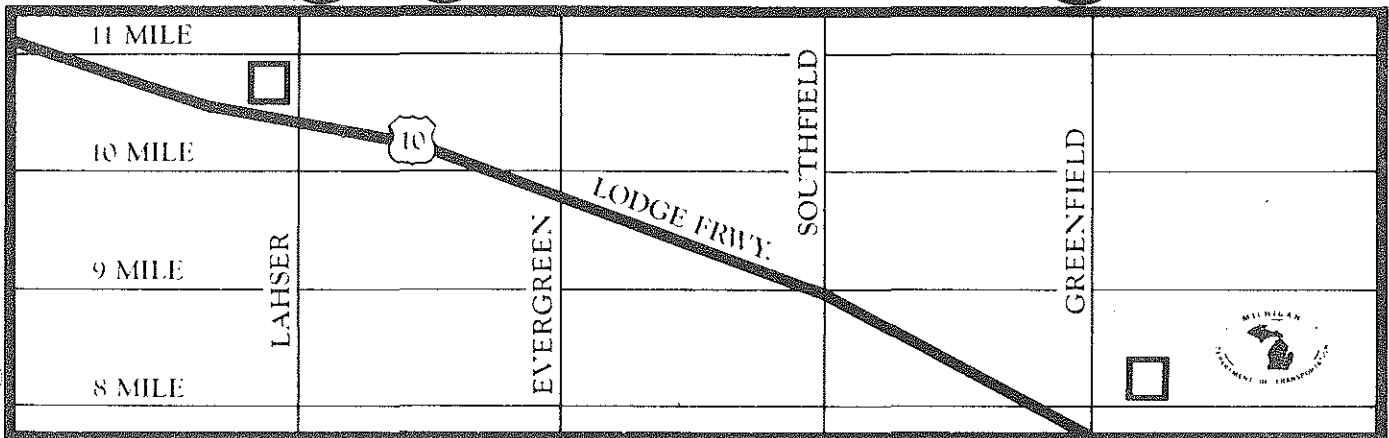
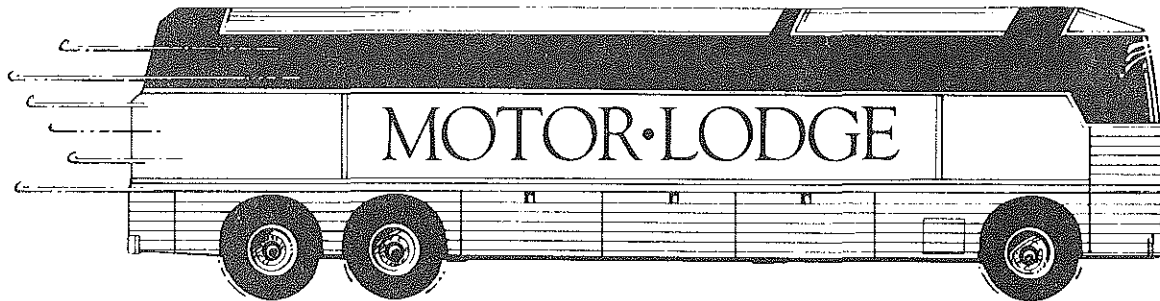
The busses provide non-stop trips to three areas: The New Center, The University Medical Center and Downtown Detroit. And every trip includes a free newspaper.

The Motor-Lodge only costs \$2.00 a day. Compare that to the price of gas and parking if you drove yourself, and you can see what a great deal the Motor-Lodge is.



A complimentary morning paper.

So instead of battling the construction on the Lodge, beat it by riding the Motor-Lodge to work. Stop by one of the departure locations or call 963-4BUS for all the facts. And leave the driving for us.



SECTION G
Speakers Bureau

Speakers Bureau

A speakers bureau was established and a slide presentation developed for two purposes:

- 1) to provide general information to people in target community organization along the Lodge Freeway
- 2) to train "public contact people"

Public contact people were waiters/waitresses, telephone operators, box office personnel and others who might be asked about traffic conditions in Detroit. After initial training, public contact personnel could inform others about the Lodge construction and alternate route information. Each one received a large "I know about Lodge•ability" button, to identify them to motorists who needed information.

The slide presentation also was available for members of the Task Force to use with their organizations.

Total Presentations:

- 12 presentations to about 600 people in community groups
- 17 briefings for 550 public contact people and supervisors

1986 Lodge Slide Presentation
(Year 1)

1986 Slide Presentation

SLIDE

TEXT

1. BAD PAVEMENT

THE JOHN LODGE FREEWAY IS
DETERIORATING BADLY.

2. BAD PAVEMENT MONTAGE

IT HAS REACHED A POINT WHERE PATCHING
SEAMS AND POTHOLES WILL SIMPLY NOT
SUFFICE IN MAINTAINING AN ACCEPTABLE
SURFACE.

3. DAVISON LINE UP

IN ADDITION, SOME SAFETY PROBLEMS HAVE
DEVELOPED AT TWO OF THE INTERSECTIONS.

4. 25/30 YEARS

LIFE EXPECTANCY OF AN URBAN FREEWAY
SURFACE IS APPROXIMATELY 25 YEARS.
MOST OF THE LODGE FREEWAY IS 30 YEARS
OLD, WELL BEYOND ITS NORMAL LIFE
EXPECTANCY.

5. OPTIONS

IN CONTEMPLATING CORRECTION OF THOSE
PROBLEMS, THERE ARE BOTH LONG-TERM AND
SHORT-TERM OPTIONS. IN THE SHORT-TERM,
IT IS POSSIBLE TO PUT A TEMPORARY
PATCH ON FREEWAY SURFACES - MUCH LIKE
WHAT WAS DONE ON THE FORD FREEWAY THIS
PAST SUMMER. SUCH SHORT-TERM SOLUTION
LASTS NO MORE THAN 5 YEARS. IN THE
LONG-TERM, THIS COMPLETE
RECONSTRUCTION OF THE FREEWAY SURFACE
WILL PRODUCE ANOTHER 30-35 YEARS OF
USEFUL LIFE.

6. RECONSTRUCTION
ELEMENTS

THERE ARE 4 ELEMENTS TO THE PROPOSED LODGE RECONSTRUCTION PROJECT. FIRST IS RECONSTRUCTING THE SURFACE - IN THIS CASE, USING AN INNOVATIVE TECHNIQUE IN WHICH THE BROKEN CONCRETE IS GROUND UP AND REUSED FOR THE NEW SURFACE, AT CONSIDERABLE SAVINGS.

SECONDLY, THERE ARE SAFETY RECONFIGURATIONS PLANNED.

THIRD, IMPROVEMENTS IN THE DRAINAGE WILL BE MADE, IN ORDER TO ALLEVIATE SOME OF THE LOCALIZED FLOODING PROBLEMS WHICH HIT THE LODGE PERIODICALLY.

FINALLY, SIGNIFICANT LANDSCAPING AND BEAUTIFICATION WORK WILL BE DONE.

7. BEFORE/AFTER ART

HERE IS A CROSS SECTION VIEW OF THE PROJECT...AT BOTTOM, AN EXISTING SECTION OF THE 30-YEAR-OLD FREEWAY... AT THE TOP, AN ARTIST'S RENDERING OF HOW THAT SECTION OF THE COMPLETED FREEWAY WILL COMPARE. (PAUSE)

8. FULL ART VERSION

LOOKING CLOSER AT THE FUTURE VIEW, NOTICE, OF COURSE, THE ALL NEW PAVEMENT. ALSO, NOTICE - AT THE RIGHT - THE WIDER, FLATTER SHOULDER, ALONG WITH THE NEW SAFETY BARRIER TREATMENT AND THE LANDSCAPING (PAUSE).

9. SAFETY BARRIER

THE CONCRETE SAFETY BARRIER ALREADY IN PLACE AT THIS LOCATION WILL BE USED THE FULL LENGTH OF THE RECONSTRUCTION PROJECT. THE SHOULDER WILL BE WIDENED AND FLATTENED OUT, FOR SAFETY PURPOSES. THEN, PART OF THE EMBANKMENT WILL BE CUT AWAY, TO IMPROVE SHOULDER ACCESSIBILITY; WITH THE SAFETY BARRIER ADDED.

10. OLD DRAINS

THESE OLD DRAINS...LOCATED AT ROAD'S EDGE...WILL BE MOVED TO THE EDGE OF THE NEW, FLATTENED-OUT SHOULDER. DRAINAGE FROM THE SURFACE WILL BE THEN GREATLY IMPROVED, HELPING WITH LOCALIZED FLOODING PROBLEMS.

11. LANDSCAPING

EXTENSIVE LANDSCAPING WILL BE DONE ALONG THE FULL RECONSTRUCTION ROUTE, MUCH LIKE THIS SECTION NEAR DOWNTOWN DETROIT. GRASS, SHRUBS AND TREES WILL BE PLANTED OVER A TWO-YEAR PERIOD, TO CREATE A BRIGHTER, MORE ATTRACTIVE ENTRANCE TO THE CITY.

12. FULL ART RENDERING

THUS, THE PAVEMENT, SAFETY, DRAINAGE AND LANDSCAPING FEATURES WILL COME TOGETHER IN A STATE-OF-THE-ART URBAN FREEWAY...ONE THAT NOT ONLY REPLACES, BUT SIGNIFICANTLY IMPROVES ON THE EXISTING VERSION.

13. RECONSTRUCTION
ELEMENTS

IN CONSIDERING HOW BEST TO HANDLE THE RECONSTRUCTION PROJECT, IT IS IMPORTANT TO RECOGNIZE THAT ALL 4 OF THOSE ELEMENTS DO HAVE A BEARING ON HOW BEST TO HANDLE RECONSTRUCTION. SOME OPTIONS CONSIDERED WOULD MAKE IT DIFFICULT, IF NOT IMPOSSIBLE, TO TAKE CARE OF THOSE VERY IMPORTANT CONSIDERATIONS.

14. ENGINEERING ANALYSIS

WE WANT TO STRESS TO YOU THAT THERE HAS BEEN CONSIDERABLE ANALYSIS OF THE VARIOUS OPTIONS FOR HANDLING THE RECONSTRUCTION. MORE THAN A YEAR OF ENGINEERING WORK AND COMPUTER ANALYSIS EXAMINED VARIOUS CONSTRUCTION CONCERNS...HANDLING OF TRAFFIC DURING THE PROJECT...AND, OF COURSE, THE IMPORTANT CONSIDERATIONS OF TIME AND PROJECT COST.

15. ALTERNATIVES

THERE WERE A NUMBER OF ALTERNATIVES CONSIDERED THOROUGHLY IN THAT EXTENSIVE ANALYSIS:

- CLOSING BOTH SIDES OF THE FREEWAY;
- CLOSING JUST ONE WAY AT A TIME;
- PARTIALLY CLOSING ONE OR BOTH SIDES WITH SOME TRAFFIC LANES LEFT OPEN;
- AND, THE SHORT-TERM PATCH APPROACH.

EACH OF COURSE, HAD SOME PLUSSES AND SOME MINUSES - THERE IS NO PERFECT SOLUTION WHEN REBUILDING AN URBAN FREEWAY.

16. BOTH WAYS CLOSED

ONE OF THE FIRST CHOICES EXAMINED WAS CLOSING BOTH SIDES OF THE FREEWAY FOR ONE CONSTRUCTION SEASON - 5 OR 6 MONTHS. IT HAD THE PLUSES OF MAKING THE TOTAL PROJECT A ONE YEAR EFFORT... AND, IT WOULD BE MUCH LESS EXPENSIVE BECAUSE THE WORK COULD BE CONDUCTED ON BOTH SIDES AT ONCE. HOWEVER, THAT WOULD MEAN FULLY RE-ROUTING ALL TRAFFIC IN BOTH DIRECTIONS, A CONSIDERABLE INCONVENIENCE. IN ADDITION, CERTAIN MEASURES WHICH COULD BE TAKEN TO SMOOTH THE TRAFFIC FLOW ON SURFACE ROUTES -- SUCH MATTERS AS RETIMING SIGNAL LIGHTS -- COULD NOT BE IMPLEMENTED IN BOTH DIRECTIONS AT THE SAME TIME.

17. ONE WAY CLOSED

WE ALSO EXAMINED THE POSSIBILITY OF DOING ONE SIDE OF THE FREEWAY AT A TIME. THAT HAS THE PLUSES OF MAKING TRAFFIC RE-ROUTING BETTER AND PROVIDING GOOD CONSTRUCTION DYNAMICS BECAUSE THE CLOSED PORTION WOULD BE USED FOR CONSTRUCTION EQUIPMENT AND HAULING. ON THE NEGATIVE SIDE, FULL RE-ROUTING WOULD BE NEEDED IN ONE DIRECTION AND THE PROJECT WOULD TAKE 2 YEARS, RATHER THAN THE ONE YEAR USED IN CLOSING DOWN BOTH SIDES AT ONCE.

18. PARTIAL CLOSING
VARIOUS

MDOT'S ENGINEERS ALSO THOROUGHLY EXAMINED A NUMBER OF VARIATIONS ON THE IDEA OF ONLY PARTIALLY CLOSING THE FREEWAY. ALL SUCH CONFIGURATIONS WOULD MEAN THAT AT LEAST SOME CARS WOULD NOT BE RE-ROUTED DURING CONSTRUCTION. HOWEVER, ALL OF THOSE PARTIAL CLOSING OPTIONS -- FRANKLY -- PRODUCE MORE PROBLEMS THAN THEY SOLVE. ALL OF THOSE VARIATIONS WOULD EXTEND THE TOTAL PROJECT TIME TO 3, 4 OR 5 YEARS OR MORE...EACH WOULD BE MORE COSTLY BECAUSE OF THAT LONGER TIME PERIOD... EACH WOULD MAKE CONSTRUCTION MORE DIFFICULT BECAUSE EQUIPMENT AND HAULING WOULD BE FORCED OFF THE FREEWAY, OFTEN ONTO EXISTING SURFACE STREETS.

PERHAPS MOST IMPORTANTLY, THE PRESUMED FLOW OF TRAFFIC IN THE CONSTRUCTION AREA WOULD HAVE SERIOUS PROBLEMS; FOR EXAMPLE:

- IT IS VIRTUALLY IMPOSSIBLE TO PROVIDE ON- AND OFF-RAMPS FOR INDIVIDUAL LANES OF TRAFFIC IN THE CENTER OF THE FREEWAY;
- LEAVING A SINGLE CENTER LANE OPEN FOR TRAFFIC MEANS THAT A STALLED CAR OR AN ACCIDENT MIGHT REQUIRE A TOW TRUCK BACKING SEVERAL MILES IN THAT LANE IN ORDER TO HAUL OUT THE CAR OR CARS BLOCKING TRAFFIC.

19. "PATCH" LIKE
FORD FREEWAY

ONE OPTION FREQUENTLY SUGGESTED AS WE HAVE TALKED WITH THE PUBLIC IS DOING THE PROJECT AS MDOT DID THIS YEAR'S PATCHING OF THE FORD FREEWAY. . . THAT IS, APPLYING ASPHALT OVER THE EXISTING PAVEMENT AND DOING IT SMALL SECTIONS AT A TIME. SUCH A PROJECT IS REALLY MAINTENANCE - WITH PERHAPS A 5-YEAR LIFE BEFORE THE PATCH WOULD NEED TO BE COMPLETELY STRIPPED OFF AND REPLACED. WE ALSO HAVE BRIDGE CLEARANCE PROBLEMS FOR LARGE TRUCKS, SO PAVEMENT MUST BE GROUND DOWN IN ORDER TO PUT PATCH ON TOP. ALSO, WE WOULD NOT BE ABLE TO MAKE DRAINAGE IMPROVEMENTS AND SAFETY IMPROVEMENTS WITH THAT SORT OF TEMPORARY PROCESS. NOR - COULD PLANNED BEAUTIFICATION IMPROVEMENTS BE PUT IN PLACE WITHIN THE CURRENT CONFIGURATION OF THE LODGE.

20. PREFERRED

BASED ON THAT LENGTHY AND THOROUGH EXAMINATION OF ALTERNATIVES, MDOT HAS CONCLUDED THAT THE BEST OPTION IS CLOSING EACH SIDE OF THE FREEWAY FOR ONE CONSTRUCTION SEASON, COMPLETING THE TOTAL JOB IN TWO YEARS. THAT OPTION HAS SOME VERY SPECIFIC ADVANTAGES. FIRST, ALL WORK CAN BE COMPLETED ON EACH SIDE IN SINGLE CONSTRUCTION SEASONS. SECONDLY, THE CONSTRUCTION ITSELF WILL BE SELF-CONTAINED WITHIN THE FREEWAY, WITHOUT SPILLING OUT ONTO SURFACE STREETS AND INTO RESIDENTIAL AREAS. FINALLY, WE WILL BE ABLE TO RE-OPEN SHORT SEGMENTS OF THE FREEWAY BECAUSE OF THE NATURE OF WORK BEING DONE IN EACH OF THE SEGMENTS.

21. PHASES 1, 2

THUS, THE TOTAL PROJECT WILL BE DONE IN TWO PHASES. THE NORTHBOUND SECTION WILL BE DONE THIS YEAR, FROM MARCH THROUGH AUGUST.....PHASE 2, THE SOUTHBOUND LANES, WILL BE DONE IN 1986. MARCH 9 HAS BEEN DESIGNATED AS THE CLOSING DATE.

22. PROJECT MAP

AS THIS MAP SHOWS, WORK WILL BE DONE FROM I-75 ON THE SOUTH THROUGH 8 MILE ON THE NORTH. THE ACTUAL FULL CLOSING WILL ONLY OCCUR BETWEEN I-75 AND THE WYOMING INTERCHANGE. FROM WYOMING TO 8 MILE, EXTENSIVE RE-SURFACING WORK WILL BE DONE, BUT SOME LANES WILL BE KEPT OPEN IN THAT STRETCH OF THE FREEWAY. THE CLOSED SECTION WILL BE RE-OPENED IN THREE SEGMENTS.

23. SEGMENT MAP, No. 1

FIRST WILL BE THE SEGMENT AT THE BOTTOM, FROM I-75 OUT TO THE FORD FREEWAY..IT IS THE SHORTEST AND HAS NO BRIDGE WORK....IT WILL OPEN IN LATE JUNE. PARTICULARLY NOTE THAT THE LODGE WILL BE OPEN FROM JEFFERSON TO I-75 THROUGHOUT CONSTRUCTION.

24. SEGMENT MAP, No. 2

SECOND WILL BE THE NORTH SECTION, FROM DAVISON OUT TO WYOMING, WHICH WILL OPEN ABOUT THE FIRST WEEK OF AUGUST.

25. SEGMENT MAP, No. 3

THE MIDDLE SECTION WILL OPEN LAST, IN LATE AUGUST....IT WILL TAKE LONGEST BECAUSE OF EXTENSIVE BRIDGE WORK BEING DONE AT THE DAVISON INTERCHANGE.

26. #14 PLUS
BONUSES/PENALTIES

IN ORDER TO STIMULATE THE EARLIEST POSSIBLE RE-OPENING OF EACH SEGMENT, THE CONSTRUCTION CONTRACT WILL INCLUDE SIGNIFICANT BONUSES FOR DAYS OPENED BEFORE TARGET DATE ALONG WITH PENALTIES FOR DAYS AFTER THE TARGET DATE. WE BELIEVE THOSE BONUSES AND PENALTIES ARE SUFFICIENTLY LARGE THAT THE FINAL CONSTRUCTION WILL MOVE AT THE FASTEST POSSIBLE PACE.

27. DAVISON

RAMPS OFF THE LODGE ONTO THE DAVISON IN BOTH DIRECTIONS HAVE BEEN HIGH ACCIDENT AREAS BECAUSE OF THE SHORT TURN-OFFS. AS THE RED LINES INDICATE, EXTENSIVE RE-CONSTRUCTION OF THE BRIDGES AT THAT INTERCHANGE WILL BE DONE....GREATLY IMPROVING MOTORIST SAFETY.

28. LIVERNOIS RAMPS

IN A SIMILAR FASHION, THE LIVERNOIS INTERCHANGE WILL BE COMPLETELY RE-DONE CURRENTLY, THAT INTERCHANGE FEATURES VERY TIGHT LOOP RAMPS, WITH POOR SIGHT LINES -- AGAIN -- SOME ACCIDENT PROBLEMS. AS THE RED LINES INDICATE, SIGNIFICANT WORK WILL BE DONE THERE TOO. THE NORTHBOUND LOOP RAMP -- No. 1 -- WILL BE REDONE THIS YEAR....WITH THE SOUTHBOUND -- No. 2 -- DONE NEXT YEAR.

29. LIVERNOIS, BRIDGES

A NEW TURN-AROUND BRIDGE -- No. 3 -- WILL BE BUILT OVER THE TWO-YEAR PERIOD, ALONG WITH -- No. 4 -- A NEW PEDESTRIAN BRIDGE.

30. DRIVER ALTERNATIVES

OBVIOUSLY, ONE OF OUR VERY MOST IMPORTANT CONSIDERATIONS IS HOW DRIVERS USING THE LODGE WILL BE ABLE TO COPE WITH DISRUPTIONS WHICH WILL OCCUR. THERE ARE BASICALLY 4 ALTERNATIVES FOR THOSE DRIVERS:

- USE OF DIFFERENT ROUTES WHILE CONTINUING TO DRIVE;
- USE OF PUBLIC TRANSPORTATION INSTEAD OF DRIVING;
- JOINING WITH OTHERS IN A CARPOOL OR VANPOOL RIDESHARING ARRANGEMENT, INSTEAD OF DRIVING ALONE; AND,
- USING SOME FLEXIBILITY IN WHEN THEY TRAVEL. SOME EMPLOYERS MAY CONSIDER VARYING THEIR WORK HOURS DURING THE RECONSTRUCTION TIME. WE WILL TAKE A FEW MINUTES TO LOOK MORE CLOSELY AT THOSE ALTERNATIVES, BECAUSE CONSIDERABLE TIME AND EFFORT HAS BEEN SPENT IN MAKING CERTAIN THAT INCONVENIENCE TO THE DRIVING PUBLIC IS MINIMIZED THROUGHOUT THIS PROJECT.

31. ROUTE MAP, w/LODGE

THIS MAP SHOWS THE GENERAL PROJECT AREA, WITH THE CONSTRUCTION ZONE INDICATED BY THE RED DASHES. FOUR BASIC ALTERNATE ROUTES HAVE BEEN IDENTIFIED FOR MOTORISTS.

32. ADD 96/39

FIRST WILL BE THE OFFICIAL DETOUR... TRAVELING ALONG I-75 TO THE JEFFRIES, THEN OUT THE JEFFRIES TO SOUTHFIELD AND UP SOUTHFIELD TO REJOIN THE LODGE. AGAIN, NOTE THAT THE LODGE WILL BE OPEN FROM JEFFERSON TO I-75, PROVIDING ACCESS TO THE MAIN DETOUR FROM DOWNTOWN DETROIT.

33. ADD 75/8 MILE

ANOTHER FREEWAY-ORIENTED ALTERNATE ROUTE WILL BE UP I-75 NORTH TO 8 MILE ROAD, THEN ACROSS 8 MILE TO THE LODGE.

34. ADD GRAND RIVER

MANY PEOPLE WILL ALSO USE SURFACE STREETS...FOR EXAMPLE, GRAND RIVER, WHICH CAN BE USED TO REACH SOUTHFIELD AND THEN THE LODGE OR CAN BE USED DIRECTLY BY MANY WHO TRAVEL TO THE CITY'S NORTHWEST SECTION AND THE SUBURBS BEYOND.

35. ADD WOODWARD

SIMILARLY, WOODWARD AVENUE WILL PROVIDE AN ALTERNATIVE FOR MANY..... EITHER FOR THEIR COMPLETE TRIP, OR AS ANOTHER ROUTE TO 8 MILE AND THEN TO THE LODGE. TRAFFIC SIGNALS ON BOTH GRAND RIVER AND WOODWARD WILL BE RE-TIMED OUT-BOUND TO SMOOTH TRAFFIC FLOW.

36. ALL 4 ROUTES

THOSE ARE THE FOUR DESIGNATED ALTERNATE ROUTES FOR OUT-BOUND TRAFFIC DURING RECONSTRUCTION. IN ADDITION, OF COURSE, MANY DRIVERS WILL FIND OTHER ROUTES ON THE EXCELLENT SURFACE STREET NETWORK ALONG THAT PROJECT CORRIDOR. A NOTE: THERE WILL BE NO OTHER CONSTRUCTION WORK ON THOSE ALTERNATE ROUTES.

37. DETOUR SIGN

ALL 4 OF THOSE ROUTES WILL BE CLEARLY TRAILBLAZED WITH THIS SORT OF DETOUR SIGN, HELPING BOTH THE NORMAL USERS OF THE FREEWAY AND, MOST IMPORTANTLY, THOSE PERSONS NOT TOTALLY FAMILAR WITH THE AREA.

38. PUBLIC TRANSIT GOALS

A SECOND ALTERNATIVE IS USE OF PUBLIC TRANSPORTATION. WE HAVE SEVERAL GOALS FOR OUR PUBLIC TRANSIT PROGRAM. WE PLAN TO DIVERT SOME 1,400 PEOPLE FROM PRIVATE VEHICLES TO BUSES DURING THE MORNING AND EVENING RUSH HOURS. OUR RIDESHARING PROGRAMS ARE INTENDED TO DIVERT AN ADDITIONAL 1,600 TO CARPOOLS AND VANPOOLS DURING THOSE SAME PEAK PERIODS. THE OVERALL EFFECT WILL BE REDUCTION IN TRAFFIC CONGESTION ON MAJOR ARTERIES DURING PEAK PERIODS.

39. EXPRESS ROUTE MAP

MDOT WILL BE RUNNING EXPRESS BUS SERVICE FROM THE 8 MILE ARMORY, JUST EAST OF GREENFIELD. AS THIS MAP SHOWS, THOSE BUSES WILL THEN MAKE STOPS IN THE NEW CENTER AREA AND THE DOWNTOWN DETROIT CENTRAL BUSINESS DISTRICT.

40. PARK-AND-RIDE MAP

THE DOTS ON THIS MAP SHOW VARIOUS EXISTING SEMTA PARK-AND-RIDE LOTS WHICH WILL HAVE ADDITIONAL BUS SERVICE PUT IN PLACE IN ORDER TO HANDLE ANTICIPATED INCREASE IN USE.

41. RIDESHARE MATERIALS

SPECIAL EMPHASIS WILL BE PLACED ON RIDESHARING -- THAT IS, FORMATION OF CARPOOLS AND VANPOOLS. SEMCOG HAS A VERY SUCCESSFUL COMPUTERIZED RIDESHARING PROGRAM THAT WILL BE PLACING SPECIAL EMPHASIS ON HELPING ALLEVIATE IMPACT OF THE RECONSTRUCTION

42. RIDESHARE PLAN

SEMCOG'S RIDESHARING PEOPLE WILL BE CONTACTING BUSINESSES IN AN EFFORT TO PLACE EMPLOYEES IN EITHER CARPOOLS OR VANPOOLS. IN ADDITION, THE SEMCOG COMPUTER PROGRAM IS ABLE TO HANDLE INDIVIDUALS WHO MAY WISH TO FORM CAR OR VANPOOLS OUTSIDE OF EMPLOYER-RELATED PROGRAMS.

43. ALTERNATE ROUTE CAPACITIES

TRAFFIC CAPACITY IS A VERY IMPORTANT POINT TO CONSIDER. THE ALTERNATE ROUTES SELECTED DO HAVE SIGNIFICANT CAPACITIES FOR HANDLING THE AUTOMOBILES WHICH ARE EXPECTED TO BE DIVERTED FROM THE LODGE DURING RECONSTRUCTION.

44. RUSH HOUR
CAPACITIES

THIS CHART SHOWS THE EXCESS RUSH HOUR CAPACITIES ON THOSE FOUR DESIGNATED ALTERNATE ROUTES. THE RIGHTHAND COLUMN INDICATES THE NUMBER OF VEHICLES PER HOUR THAT CAN BE ADDED ON EACH ROUTE..
..700 VEHICLES PER HOUR ON THE JEFFRIES TO SOUTHFIELD ROUTE....SOME 800 ON THE I-75 TO 8 MILE ROUTE.... 1,700 ON GRAND RIVER AND 1,450 ON WOODWARD. IN ADDITION, SOME 1,350 ARE EXPECTED TO USE TRANSIT, RIDESHARING AND VARIOUS OTHER SURFACE ROUTES.

45. GRAND RIVER,
WOODWARD

IT IS PARTICULARLY WORTH NOTING RUSH HOUR CAPACITIES ON GRAND RIVER AND WOODWARD. BOTH THOROUGHFARES CARRIED CONSIDERABLY MORE TRAFFIC BEFORE THEIR PARALLEL FREEWAYS WERE OPENED -- THE JEFFRIES ALONG GRAND RIVER AND I-75 ALONG WOODWARD. THE LEFT COLUMN SHOWS DESIGN CAPACITY OF THE ROADS....THE MIDDLE COLUMN SHOWS PRE-FREEWAY TRAFFIC, WHICH WAS WELL BELOW CAPACITY.....THE FINAL COLUMN SHOWS EXISTING RUSH HOUR TRAFFIC ON THE ROUTES. BOTH SURFACE STREETS WILL MAKE EXCELLENT ALTERNATIVES FOR MOVING TRAFFIC DURING THE OUT-BOUND RUSH HOUR

46. LOCATION MONTAGE

ANOTHER VERY IMPORTANT POINT: CAPACITIES DURING THE NON-RUSH HOUR..
..THE SORT OF TRAFFIC SURGES ASSOCIATED WITH SUCH SPECIAL EVENTS AS TIGER AND RED WING GAMES, CONCERTS AND OTHER ACTIVITIES AT JOE LOUIS ARENA, COBO HALL AND THE HART PLAZA....AND, PLAYS AND OTHER EVENTS AT THE FISHER THEATRE.

47. CAPACITY GRAPH

AS THIS CHART SHOWS, OUR FOUR ALTERNATE ROUTES DO HAVE EXTENSIVE NON-RUSH HOUR CAPACITY FOR HANDLING SUCH SURGES. THE RIGHTHAND COLUMN SHOWS AVAILABLE CAPACITY ON EACH ROUTE FOR THE EVENING AND WEEKEND PERIODS WHEN MOST SUCH EVENTS TAKE PLACE. THERE IS, IN FACT, ROOM FOR SOME 12,000-PLUS VEHICLES PER HOUR IN THE NON-RUSH HOURS.

48. LOCATION MONTAGE

SO, PEOPLE ATTENDING THOSE SPECIAL EVENTS THAT ARE SO IMPORTANT TO DOWNTOWN DETROIT AND TO THE NEW CENTER AREAS SHOULD NOT BE SERIOUSLY AFFECTED BY THE LODGE PROJECT. THAT IS A MESSAGE EVERYONE INVOLVED NEEDS TO CONTINUALLY SEND....TO MAKE CERTAIN PEOPLE DON'T AVOID THOSE EVENTS FOR FEAR OF A PROBLEM THAT REALLY WON'T EXIST.

49. RUSH HOUR TIME DIFFERENCES

OUR COMPUTER ANALYSIS OF TRAVEL TIMES DURING RUSH HOUR INDICATE THAT ABOUT 75 PERCENT OF THE PEOPLE USING THE LODGE FOR THE COMMUTE HOME WILL FIND NO MORE THAN A 25 PERCENT INCREASE IN THEIR TRIP. THUS, SOMEONE WHO NORMALLY TAKES 20 MINUTES TO MAKE THAT TRIP HOME WILL NOW TAKE 25 MINUTES - SOMEONE WHO TRAVELS FOR 30 MINUTES WILL TAKE 37 OR 38.

50. PUBLIC INFORMATION
CAMPAIGN

ONE OF THE MOST IMPORTANT ELEMENTS OF THIS PROJECT IN TERMS OF COPING WILL BE OUR PUBLIC INFORMATION CAMPAIGN.

51. IMPLEMENTATION TASK
FORCE

OUR PROGRAM IS HEADED BY AN IMPLEMENTATION TASK FORCE -- INCLUDING REPRESENTATIVES FROM LOCAL GOVERNMENT, FROM THE TRANSPORTATION RELATED AGENCIES, FROM PRIVATE ORGANIZATIONS AND SOME KEY BUSINESSES.

52. LOCAL GOVERNMENT

THAT TASK FORCE INCLUDES REPRESENTATIVES FROM VARIOUS CITY OF DETROIT DEPARTMENTS...FROM SUBURBAN CITIES AT ONE END OF THE ROUTE... AND FROM THE TWO AFFECTED COUNTIES.

53. TRANSPORTATION
GROUPS

IT ALSO INCLUDES THE TRANSPORTATION RELATED ORGANIZATIONS -- MDOT, SEMCOG AND SEMTA.

54. ORGANIZATIONS

ALSO REPRESENTED ARE BUSINESS RELATED ORGANIZATIONS SUCH AS THE DETROIT CBDA ...THE NEW CENTER AREA COUNCIL... CHAMBERS OF COMMERCE AND THE CONVENTION BUREAU -- AS WELL AS BLOCK CLUBS IN THE IMMEDIATE VICINITY OF THE LODGE.

55. BUSINESSES

IN ADDITION TO THE ORGANIZATIONS, THERE ARE A NUMBER OF BUSINESSES AND TRAFFIC GENERATORS INCLUDED ON THE TASK FORCE -- AAA, FORD HOSPITAL, WAYNE STATE, THE NORTHLAND SHOPPING CENTER, VARIOUS COLLEGES AND HOSPITALS AND A NUMBER OF OTHERS.

56. PUBLIC INFORMATION
PROGRAM ELEMENTS

WE ANTICIPATE A NUMBER OF ACTIVITIES IN A WIDE RANGE OF PUBLIC INFORMATION AREAS -- SIGNAGE THROUGHOUT THE AREA, A STRONG MEDIA RELATIONS PROGRAM...A VARIETY OF PRINT MATERIALS, CONCENTRATING ON SITE-SPECIFIC MAPPING OF ALTERNATE ROUTES...SOME ADVERTISING...PUBLIC SERVICE RADIO AND TV SPOTS AND A SPEAKERS BUREAU.

57. SIGNAGE

WE ARE DOING EXTENSIVE PRE-CLOSING SIGNAGE TO MAKE CERTAIN THAT ALL MOTORISTS IN THE AREA ARE FULLY AWARE OF THE IMPENDING CLOSING OF THE EXPRESSWAY. IN ADDITION WE ARE EXAMINING SOME POST-CLOSING SIGNAGE THAT WOULD INCLUDE A SYSTEM OF PROGRESS REPORTING TO MOTORISTS USING THE SOUTHBOUND LODGE -- WHICH WILL REMAIN OPEN, OF COURSE -- AND ALSO SOME SPECIAL SIGNING BECAUSE OF THE SEQUENTIAL RE-OPENING OF THE VARIOUS SEGMENTS.

58. MEDIA RELATIONS

OUR MEDIA RELATIONS WILL CONCENTRATE ON 2 AREAS -- PRE-CLOSING AND DURING CLOSING. WE WILL BE WORKING VERY CLOSELY WITH NEWS DEPARTMENTS, SEEKING OPPORTUNITIES TO EXPLAIN THE PROJECT ON TALK SHOWS AND WORKING WITH THE VARIOUS TRAFFIC REPORTERS AND HELICOPTER PILOTS. DURING THE ACTUAL CLOSING, WE WILL BE MONITORING NEWS COVERAGE AND RESPONDING WHERE APPROPRIATE...WE WILL MAINTAIN A CRISIS/RUMOR CONTROL MECHANISM TO DEAL WITH IMMEDIATE PROBLEMS...AND, WE WILL BE PAYING SPECIAL ATTENTION, AGAIN, TO THE UNIQUE PROBLEMS OF RE-OPENING THE PROJECT SEGMENT BY SEGMENT.

59. PRINT MATERIALS

WE WILL BE PRODUCING IN GREAT QUANTITIES A GENERAL PAMPHLET DESCRIBING THE PROJECT...WITH SITE-SPECIFIC ROUTE MAPS FOR VARIOUS LOCATIONS ALONG THE CONSTRUCTION AREA ...ONE FOR DOWNTOWN DETROIT; ONE FOR THE WAYNE STATE/CULTURAL CENTER/MEDICAL CENTER AREA....AND, ONE FOR THE NEW CENTER AREA... PROMOTING THE RIDESHARING AND BUS ALTERNATIVES...AND, MAKING CERTAIN EVERYONE KNOWS HOW TO REACH MDOT'S OMBUDSMAN, WHO WILL BE WORKING WITH CITIZENS ON THEIR INDIVIDUAL PROBLEMS DURING THE CLOSING. IN ADDITION, WE WILL BE DOING POSTERS FOR ANYONE WHO WISHES TO USE THEM...AND, WE WILL PROVIDE ENVELOPE STUFFERS TO THOSE WHO WILL INCLUDE THEM IN THEIR REGULAR MAILINGS.

60. ADVERTISING

WE WILL BE USING SOME LIMITED PAID ADVERTISING TO REACH SOME VERY SPECIFIC AUDIENCES...IN AREA-SPECIFIC PUBLICATIONS LIKE THE DOWNTOWN MONITOR, HEALTH CARE NEWS AND THE NEW CENTER AREA NEWS AS WELL AS EVENT PUBLICATIONS LIKE REDWING PROGRAMS, THE FISHER THEATER PROGRAM AND MATERIALS PREPARED FOR OTHER SPECIAL DOWNTOWN EVENTS.

61. RADIO/TV

WE WILL ALSO BE PUTTING TOGETHER A SERIES OF RADIO AND TELEVISION PUBLIC SERVICE SPOTS STRESSING THE "WORKING TOGETHER" NATURE OF THIS PROJECT. WE'LL BE USING THOSE SPOTS ON AREA RADIO AND TELEVISION PROGRAMS AS WELL AS ON CABLE SYSTEMS ALONG THE OAKLAND COUNTY SECTION OF THE LODGE, WHERE MANY OF THE COMMUTERS LIVE.

WE HAVE A SPEAKERS BUREAU AVAILABLE, INCLUDING USE OF THIS SLIDE PRESENTATION. WE EARNESTLY SEEK YOUR HELP IN IDENTIFYING GROUPS OF INTERESTED CITIZENS WHO WOULD BE INTERESTED IN HEARING MORE ABOUT THE PROJECT AND HOW WE PLAN TO HANDLE CONSTRUCTION AND THE TRAFFIC SITUATION. FINALLY, WE WILL BE EVALUATING THE PROJECT THROUGHOUT -- OUR RIDESHARING WORKERS REGULARLY SURVEY PEOPLE, WHICH WILL HELP US TRACK THE PROJECT. IN ADDITION, WE WILL BE FORMING A CONSUMER PANEL -- ABOUT 2 DOZEN PERSONS REPRESENTATIVE OF THE VARIOUS TYPES OF USERS OF THE LODGE. THEY WILL BE CONTACTED ON A REGULAR BASIS BY TELEPHONE, APPROXIMATELY EVERY 2 WEEKS. WE ANTICIPATE THAT THE CONSUMER PANEL WILL HELP US SPOT PROBLEMS AS THEY OCCUR -- OR, OPPORTUNITIES FOR TAKING ADVANTAGE OF BETTER ROUTES OR OTHER DEVELOPMENTS.

(LIGHTS UP)

1987 Lodge Slide Presentation
(Year 2)

SLIDE COPY

SCRIPT

1. TITLE
WE'RE REBUILDING THE LODGE! IT'S WHAT WE'VE ALL BEEN WAITING FOR -- A SMOOTHER AND SAFER JOHN C. LODGE FREEWAY.
2. 25/30 YEARS
THE LIFE EXPECTANCY OF AN URBAN FREEWAY SURFACE IS APPROXIMATELY 25 YEARS. MOST OF THE LODGE IS NOW MORE THAN 30 YEARS OLD -- WELL BEYOND ITS NORMAL LIFE EXPECTANCY.
3. OLD PAVEMENT
THIS YEAR, THE BADLY WORN PAVEMENT WILL BE TOTALLY REMOVED AND A NEW DRIVING SURFACE WILL BE INSTALLED.
4. ARTWORK OF NEW LODGE
WHEN THE NEW LODGE IS COMPLETED, IT WILL HAVE SMOOTH PAVEMENT, WIDER AND SAFER SHOULDERS, AN IMPROVED DRAINAGE SYSTEM, SOME NEW INTERSECTIONS AND NEW LANDSCAPING.
5. NEW SHOULDER
TO REVIEW, IN 1986 THE FIRST PHASE OF THE RECONSTRUCTION PROJECT INCLUDED BUILDING NEW SHOULDERS AND ADDING A NEW SAFETY WALL.
6. NEW DRAIN
THE FIRST PHASE OF A NEW DRAINAGE SYSTEM WAS ALSO ADDED IN 1986.
7. \$54 MILLION INVESTMENT
WHEN REPAVING IS COMPLETED THIS FALL, THE BRAND NEW LODGE FREEWAY WILL REPRESENT A \$54 MILLION INVESTMENT BY THE STATE OF MICHIGAN IN DETROIT AND SOUTHEAST MICHIGAN. THE PROJECT IS ALSO A FIRST -- THE FIRST TIME THAN AN URBAN FREEWAY HAS BEEN CLOSED IN ORDER TO COMPLETE A REPAVING PROJECT AS SWIFTLY AS POSSIBLE.

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8. MDOT LOGO

THE MICHIGAN DEPARTMENT OF TRANSPORTATION HAS TAKEN A NUMBER OF STEPS TO MAKE CERTAIN THAT MOTORIST INCONVENIENCE IS KEPT TO AN ABSOLUTE MINIMUM DURING BOTH THE 1986 AND 1987 PHASES OF THE OVERALL PROJECT.

9. 3-WAY SPLIT SCREEN:
TOW TRUCK, HOTLINE
SIGN, NEWSPAPER
CLIPPINGS

INCLUDED IN THE VERY INNOVATIVE MOTORIST SUPPORT PROCESS HAVE BEEN SUCH UNIQUE STEPS AS A 24-HOUR LODGE-ABILITY TELEPHONE HOTLINE TO KEEP MOTORISTS UP TO THE MINUTE ON FREEWAY TRAFFIC SITUATIONS...FREE TOW TRUCK SERVICE TO MINIMIZE TRAFFIC TIE-UPS DURING RECONSTRUCTION...SPECIAL MEDIA RELATIONS WORK TO ALERT RADIO, TV AND NEWSPAPER TRAFFIC REPORTERS ABOUT DAILY DEVELOPMENTS ON THE LODGE.

10. PITZ AT A MEETING

MDOT HAS BEEN THE IMPORTANT CATALYST IN BLENDING TOGETHER ALL AFFECTED GOVERNMENTAL UNITS FOR A SMOOTH AND EFFICIENT PROJECT -- WORKING WITH THE CITIES OF DETROIT, SOUTHFIELD, OAK PARK AND HIGHLAND PARK, WITH WAYNE COUNTY, WITH THE FEDERAL HIGHWAY ADMINISTRATION AND WITH SEMCOG. LODGE-ABILITY IS AN EXCELLENT EXAMPLE OF INTERGOVERNMENTAL RELATIONS WORKING WELL ON BEHALF OF MOTORISTS THROUGHOUT SOUTHEAST MICHIGAN.

11. ONE SIDE OPEN/ONE
SIDE CLOSED FROM FSI

DURING THE 1987 RECONSTRUCTION WORK, MOTORISTS WILL BE RE-ROUTED FOR ONE WAY OF EVERY ROUND TRIP THEY TAKE INVOLVING THE LODGE. ONE DIRECTION WILL ALWAYS BE OPEN TO TRAFFIC.

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12A MAP WITHOUT DATES

12B MAP, PLUS NB DATES

ON SATURDAY, APRIL 11, THE NORTHBOUND LANES WILL BE CLOSED BETWEEN GRISWOLD AND 7 MILE ROAD. THE SOUTHBOUND LANES WILL REMAIN OPEN FOR SOUTHBOUND TRAFFIC. THERE MAY BE OCCASIONAL CLOSURES OF THE LEFT LANE ON THE SOUTHBOUND, BUT ONLY DURING NON-RUSH HOUR PERIODS. THE NEW NORTHBOUND LANES WILL REOPEN TO TRAFFIC IN LATE JULY.

13. MAP, PLUS SB DATES

ONE WEEK AFTER THE NEW NORTHBOUND REOPENS, THE SOUTHBOUND LANES WILL BE CLOSED FROM 7 MILE TO I-75. AGAIN, THERE MAY BE OCCASIONAL LEFT LANE CLOSURES OF THE NORTHBOUND DURING NON-PEAK HOURS. THE NEW SOUTHBOUND SIDE WILL REOPEN TO TRAFFIC IN EARLY NOVEMBER.

14. FULL MAP

THERE ARE FOUR DESIGNATED ALTERNATE ROUTES DURING RECONSTRUCTION OF THE LODGE. ALL FOUR WILL BE COLOR CODED ON LODGE-ABILITY MAPS AS WELL AS ON DETOUR SIGNS.

15. ADD YELLOW ROUTE

THE FIRST DETOUR ROUTE USES I-75 TO I-96 TO THE SOUTHFIELD FREEWAY. IT WILL BE DESIGNATED THE YELLOW ROUTE.

16. ADD BROWN ROUTE

THE SECOND DETOUR -- THE BROWN ROUTE -- USES I-75 (CHRYSLER) TO 8 MILE ROAD, THEN WEST ON 8 MILE ROAD TO THE LODGE CORRIDOR.

17. ADD GREEN ROUTE

THE THIRD DETOUR -- THE GREEN ROUTE -- IS WOODWARD AVENUE, A SURFACE ROUTE.

18. ADD BLUE ROUTE

THE FOURTH DETOUR -- THE BLUE ROUTE -- IS ALSO A SURFACE STREET -- GRAND RIVER.

SLIDE COPY

SCRIPT

19. DETOUR SIGN PHOTO

IN ADDITION, DETOUR SIGNS WILL BE COLOR-CODED FOR EACH OF THOSE ALTERNATE ROUTES.

20. TRAFFIC LIGHT PHOTO

TO ASSURE THE SMOOTH FLOW OF TRAFFIC IN THE APPROPRIATE DIRECTION, TRAFFIC LIGHTS ON BOTH GRAND RIVER AND WOODWARD WILL BE RETIMED. MOTORISTS SHOULD CONTINUE USING THE OPEN SIDE OF THE LODGE FOR ONE DIRECTION OF EACH ROUND TRIP, BECAUSE THE TRAFFIC LIGHTS WILL BE RETIMED TO FAVOR TRAFFIC ON THE ALTERNATE ROUTES.

21. SPLIT SCREEN:
4 ROUTES

ALL FOUR ALTERNATE ROUTES HAVE ENOUGH CAPACITY TO HANDLE RUSH HOUR TRAFFIC. VERY IMPORTANTLY, DURING NON-RUSH HOURS, EACH ALTERNATE ROUTE HAS AVAILABLE EVEN GREATER UNUSED CAPACITY. THIS MEANS THERE WILL BE LITTLE OR NO ADDITIONAL DRIVING TIME NEEDED DURING EVENING AND WEEKEND NON-RUSH HOUR PERIODS.

22. REPEAT FSI ARTWORK

REMEMBER: MOTORISTS WILL ALWAYS BE ABLE TO USE THE LODGE IN ONE DIRECTION OF A ROUND TRIP INTO THE DOWNTOWN AREA.

23. COBO HALL

IN ADDITION TO REBUILDING THE LODGE FROM DOWNTOWN TO 7 MILE ROAD, THERE WILL BE EXTENSIVE WORK DONE ON THE LODGE BENEATH COBO HALL.

24. KORAB COBO HALL

THIS WORK IS IN CONJUNCTION WITH THE EXPANSION OF COBO HALL, WHICH REQUIRES THAT THE LODGE BE LOWERED SEVERAL FEET UNDER THE EXHIBITION AREA.

25. (BUILD)
COBO HALL CONSTRUCTION
TRAFFIC IMPACT

AS A RESULT OF THE COBO HALL EXPANSION WORK, THE TRAFFIC WILL BE IMPACTED AS FOLLOWS:

SLIDE COPY

SCRIPT

26. ADD: NB

THE NORTHBOUND LODGE UNDER COBO HALL WILL BE CLOSED FROM THIS APRIL THROUGH FEBRUARY OF 1989. THE SOUTHBOUND LANES WILL REMAIN OPEN DURING MOST OF THAT PERIOD.

27. ADD: LARNED, CONGRESS
RAMP CLOSED

THE LARNED AND CONGRESS RAMPS ARE ALREADY CLOSED AND WILL BE THROUGHOUT 1987 AND 1988.

28. ADD: HOWARD & ABBOTT
ALTERNATES

THE PREFERRED ALTERNATES ARE THE HOWARD STREET EXIT INSTEAD OF LARNED AND THE ABBOTT STREET ON-RAMP INSTEAD OF CONGRESS.

29. ADD: OCTOBER-FEBRUARY
CLOSURE

ALL TRAFFIC UNDER COBO HALL WILL BE CLOSED OFF FROM OCTOBER OF 1987 THROUGH FEBRUARY OF 1988, FOR ERECTING STEEL OVER THE FREEWAY.

30. ADD: SB RE-ROUTED

WHEN THAT WORK IS COMPLETED, THE SOUTHBOUND TRAFFIC WILL BE RE-ROUTED ONTO THE NEW NORTHBOUND PAVEMENT BENEATH COBO HALL, UNTIL FEBRUARY OF 1989.

31. LODGE-ABILITY LOGO

TO MINIMIZE IMPACT ON DRIVERS, THE MICHIGAN DEPARTMENT OF TRANSPORTATION'S "LODGE-ABILITY" PROGRAM HAS BEEN DEVELOPED. SPECIAL LODGE-ABILITY FEATURES INCLUDE THE FOLLOWING:

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SCRIPT

2. RUSH-HOUR TOWING
SERVICE MAP

TOW TRUCK ASSISTANCE WILL BE PROVIDED, DURING RUSH HOURS, ON THE I-75, I-96 AND SOUTHFIELD FREEWAYS TO HANDLE DISABLED VEHICLES DURING THE LODGE RECONSTRUCTION PROJECT. TRUCKS WILL ASSIST MOTORISTS ON THE FREEWAY SHOULDER OR WILL TOW VEHICLES TO THE SERVICE DRIVE. TOW TRUCK PERSONNEL WILL REMAIN WITH THE MOTORIST UNTIL POLICE OR OTHER ASSISTANCE ARRIVES.

33. LODGE-ABILITY HOTLINE:
93-LODGE

TIMELY INFORMATION ABOUT THE LODGE RECONSTRUCTION PROJECT, INCLUDING COBO HALL RELATED CLOSURES, CAN BE OBTAINED BY CALLING THE 24-HOUR LODGE-ABILITY HOTLINE, 93-LODGE.

34. SPECIAL EVENTS

TRAVEL INTO DOWNTOWN DETROIT FOR SPECIAL EVENTS -- TIGER BASEBALL, RED WINGS HOCKEY, CONCERTS AND SHOWS AT JOE LOUIS, COBO ARENA, FORD AUDITORIUM AND IN THE NEW CENTER AREA WILL NOT BE SIGNIFICANTLY AFFECTED BY THE LODGE RECONSTRUCTION PROJECT. BECAUSE MOST OF THESE EVENTS OCCUR IN THE EVENING OR ON WEEKENDS, THE ALTERNATE ROUTES AND THE OPEN SECTION OF THE LODGE WILL BE ABLE TO ACCOMMODATE MOTORISTS.

35. TRAFFIC

THERE ARE TWO OTHER OPTIONS FOR MOTORISTS WHO ALSO WISH TO CONSERVE A LITTLE ENERGY DURING THE LODGE RECONSTRUCTION.

SLIDE COPY

SCRIPT

36. BUS LOCATIONS

FIRST, THE MICHIGAN DEPARTMENT OF TRANSPORTATION WILL PROVIDE SPECIAL WEEKDAY EXPRESS BUS SERVICE -- MOTOR-LODGE. THE BUSES WILL DEPART FROM THE PARK 'N' RIDE LOT AT 11 MILE AND LAHSER AND THE DETROIT ARTILLERY ARMORY ON 8 MILE EAST OF GREENFIELD. THERE WILL BE DROP-OFF POINTS IN THE NEW CENTER AREA, THE UNIVERSITY/ MEDICAL CENTER COMPLEX AND DOWNTOWN DETROIT.

37. THE MOTOR-LODGE
963-4BUS

A SPECIAL MOTOR-LODGE HOTLINE, 963-4BUS, HAS INFORMATION ABOUT THE SERVICE. BROCHURES ABOUT THE MOTOR-LODGE EXPRESS BUS SERVICE ARE AVAILABLE FROM THE SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS AND MOST MAJOR EMPLOYERS IN THE LODGE CORRIDOR.

38. SPLIT SCREEN:
SEMTA & DDOT BUS

IN ADDITION, BOTH THE SEMTA, SOUTHEASTERN MICHIGAN TRANSPORTATION AUTHORITY AND THE DETROIT DEPARTMENT OF TRANSPORTATION WILL PROVIDE EXPANDED SERVICE IN THE LODGE CORRIDOR.

39. VAN POOL

A SECOND OPTION IS TO JOIN A CAR OR VAN POOL. RIDESHARE IS A FREE, COMPUTERIZED CARPOOL AND VANPOOL RIDER MATCHING SERVICE.

40. RIDESHARE NUMBER

YOU CAN REACH RIDESHARE BY CALLING 963-RIDE. THIS SERVICE WILL MATCH MOTORISTS WITH OTHER COMMUTERS WHO LIVE AND WORK NEAR THEM. AREA EMPLOYERS ALSO WORK WITH RIDESHARE TO HELP EMPLOYEES ARRANGE CAR OR VAN POOLS.

SLIDE COPY

SCRIPT

1. MDOT LOGO AND
PHONE NUMBER

SOMETIMES, THERE ARE PROBLEMS FOR HOMEOWNERS OR BUSINESSES IN A CONSTRUCTION AREA. THE MICHIGAN DEPARTMENT OF TRANSPORTATION HAS APPOINTED A CITIZENS REPRESENTATIVE, OR OMBUDSMAN, TO THE LODGE RECONSTRUCTION PROJECT. THE OMBUDSMAN, WALTER WASHINGTON, MAY BE REACHED AT 569-3993.

42. BROCHURES

SPECIAL BROCHURES ARE AVAILABLE TO HELP MOTORISTS DURING LODGE RECONSTRUCTION. THE BROCHURES CONTAIN COLOR-CODED MAPS OF ALTERNATE ROUTES AND OTHER IMPORTANT INFORMATION, INCLUDING TELEPHONE NUMBERS FOR RIDESHARE, MDOT EXPRESS BUS SERVICE, THE MDOT OMBUDSMAN, AND THE LODGE-ABILITY HOTLINE. THERE ARE DIFFERENT BROCHURES FOR THE DOWNTOWN, NEW CENTER AND UNIVERSITY/CULTURAL AREAS, AS WELL AS AN AREAWIDE MAP VERSION.

A FINAL REMINDER ABOUT SOME IMPORTANT CLOSURE DATES:

43. ADD: APRIL 11

ON SATURDAY, APRIL 11, THE NORTHBOUND LANES BETWEEN GRISWOLD AND 7 MILE ROAD WILL BE CLOSED.

44. ADD: JULY 22

THE NORTHBOUND LANES WILL REOPEN TO TRAFFIC IN LATE JULY.

45. ADD: JULY 27

THE SOUTHBOUND LANES FROM 7 MILE TO I-75 WILL CLOSE ONE WEEK LATER.

46. ADD: NOVEMBER 4

IN EARLY NOVEMBER, THE SOUTHBOUND LANE WILL REOPEN TO TRAFFIC.

SLIDE COPY

SCRIPT

47 ART WORK

48. TITLE SLIDE

WE ARE ALL LOOKING FORWARD TO A NEW LODGE
-- SMOOTH, LONG LASTING PAVEMENT; WIDER AND
SAFER SHOULDERS; IMPROVEMENTS IN THE
DRAINAGE SYSTEM; AND, NEW LANDSCAPING TO
MAKE THE DRIVE MORE PLEASANT.
REMEMBER THE NEW LODGE - IT'S WHAT WE'VE
ALL BEEN WAITING FOR...

SECTION H
Public Service Announcements

Public Service Announcements

Radio and television public service announcements were prepared for both years of the reconstruction project. A local advertising agency was subcontracted to design the television spots, and a local public relations agency developed the radio spots. During both years, the announcements were built around the Lodge•ability theme. The thrust of the announcements was to keep motorists aware of reconstruction work including closures and re-openings of north and southbound lanes, available alternate routes and the 93-LODGE hotlines.



PR ASSOCIATES, INC.
Counselors in Communications
1600 Penobscot Building
Detroit, Michigan 48226-4172
(313) 963-3396

10-second "Lodge-ability" returns on April 11th. That's when the Northbound Lodge closes for repaving. The Southbound Lodge remains open for Southbound traffic only. Lodge-ability: make it work for you!

20-second "Lodge-ability" returns on April 11th. That's when the Northbound Lodge closes for repaving. Northbound motorists can take the Jeffries, Grand River, Woodward Avenue -- even I-75, depending on destination. The Southbound Lodge will remain open for Southbound traffic only. Lodge-ability: Make it work for you. Call 93-LODGE.

30-second "Lodge-ability" returns on April 11th. That's when the Northbound Lodge closes for three months of repaving. Northbound motorists can take the Jeffries, Grand River, Woodward Avenue -- even I-75, depending on destination. The Southbound Lodge remains open for business-as-usual -- but to Southbound traffic only! Let's face it: half-a-Lodge is better than none! Lodge-ability: Make it work for you. Call 93-LODGE, remember, 93-LODGE.



PR ASSOCIATES, INC.
Counselors in Communications

1600 Penobscot Building
Detroit, Michigan 48226-4172
(313) 963-3396

During Closure: We're Half-Open

10-second REMINDER TO MOTORISTS: The Lodge Freeway is not closed -- it's just temporarily half-open. Driving to downtown Detroit is business-as-usual when you use the Southbound Lodge!

20-second REMINDER TO MOTORISTS: The Lodge Freeway is not closed -- it's just temporarily half-open. We've closed the Northbound side to make some "concrete solutions," but southbound lanes are open for business-as-usual. So, if you're driving to downtown Detroit -- still take the Southbound Lodge. Lodge-ability, make it work for you, call 93-LODGE.

30-second REMINDER TO MOTORISTS: The Lodge Freeway is not closed: it's just temporarily half-open. We've closed the Northbound side to make some "concrete solutions," but southbound lanes are open for business-as-usual. Northbound drivers can take the Jeffries, Grand River, Woodward Avenue -- even I-75. But southbound drivers can just stay on the Lodge. Remember: Half-a-Lodge is better than none. "Lodge-ability": make it work for you. Call 93-LODGE for further information.

*Can be used for both Northbound and Southbound closings with appropriate shift in wording.

Television Public Service Announcements

Television public service announcements (PSA's) were an important element of the Lodge • ability program. Because of the specialized nature of that medium of communication, an advertising agency was hired to create and produce the spots.

1st Year

Four spots were created in the first year, each emphasizing the Lodge • ability theme and promoting the 24-hour hotline, 93-LODGE.

The "drainage" spot featured a woman walking down the shoulder of the Lodge freeway, explaining the reconstruction project—all the while being splashed by passing vehicles. In addition to promoting the hotline, she also emphasized (in a tongue-in-cheek manner) that "improved drainage" was one key improvement planned for "the new Lodge."

The "pothole" spot featured an actor walking on the side of the freeway and suddenly dropping into an apparent pothole. He then emerged to tell viewers about the motorist information campaign and the hotline.

The "jackhammer" spot featured a woman talking about the project near a construction crew, generally her words being drowned out by the jackhammer—visual information carried the spot's basic message.

The "new/old" spot used an artist's rendering of the new Lodge, set up next to the actual freeway with an actor playing the two views off one another while discussing the project.

2nd Year

Two spots were done in the second year, both using comedian Thom Sharp (a native Detroit with some local recognition).

In the first spot he was riding in a vehicle and delivering a lyrical "rap" about the Lodge project.

The second spot was done to make a very specific point. Informal feedback indicated that there was some confusion about the fact that only one side of the freeway would be closed at a time for construction. In this spot, Sharp delivered a running commentary about the project while visual effects split the screen and his head to make the "one side at a time" message clear.

Humor was an important part of the PSA series, adding a light touch to the strong messages being delivered. The Deleeuw, Ferguson, Bashaw advertising agency wrote and produced the spots as part of its overall contract for both advertising and PSA support on the project. All four first-year spots were filmed on location next to the Lodge freeway on the first day of shoulder lane closure. Accelerated post-production work then had them ready for air early in the project.

The second-year spots were filmed in a studio setting and were ready by the start of year two construction work.

The full range of creative and production expertise at the agency was important in getting the spots done efficiently in terms of both time and cost.

SECTION I
Brochures

Brochures

Brochures were developed to provide motorists with important details about the reconstruction project. In the first year, 100,000 brochures were printed emphasizing the overall construction project. During the second year, 650,000 brochures were printed and distributed. Four versions of this brochure were available, each highlighting a different section of Detroit: New Center area (a mid-town area of the city that is the location of the corporate headquarters for General Motors Corporation, and one of the area's major health care facilities, Henry Ford Hospital), the Central Business District, the University Cultural Center/Medical Center and the entire regional corridor.

In addition, another brochure was developed to inform motorists about the availability of carpools and vanpools as alternatives for transportation.

Getting There: Business as Usual

Alternate Routes

Four alternate routes have been designated by the Michigan Department of Transportation for motorists to by-pass construction activity. The routes between downtown Detroit and the Lodge Freeway intersections with either the Southfield Freeway or 8 Mile Road are color-coded on brochure maps and on detour signs. The Yellow route follows the Jeffries Freeway (I-96) and Southfield Freeway; the Blue route is Grand River Avenue and the Southfield Freeway; the Green route is Woodward Avenue and 8 Mile Road; and, the Brown route is I-75 north and 8 Mile Road.

Each route is clearly marked with color-coded detour signs (see diagram on reverse side). Traffic lights on Grand River and Woodward are timed to smooth traffic flow in the same direction as construction (northbound from April to July, southbound from July to November). Motorists should always use the open side of the Lodge Freeway because traffic lights on alternate routes timed in one direction will slow traffic in the opposite direction.

Special Events: No Special Problems

Downtown Detroit is rich in cultural and recreational opportunities: the Tigers and Red Wings, concerts and ice shows, ethnic festivals, Bob-Lo excursions, the symphony, International Freedom Festival and fireworks, Grand Prix, New Center Area theatre district, the Detroit Institute of Arts and other cultural institutions, Greektown and Rivertown, great restaurants, art exhibits and other attractions.

Most of those special events make use of the freeway system at night and on weekends—exactly the times when plenty of extra capacity is available on the alternate routes. Know in advance which alternate route is best for your travel needs. Quite likely, your trip will only take a few minutes more than if the Lodge were open both ways. Remember, one side of the Lodge is always open—for southbound traffic from April to July and for northbound traffic from July to November.

Lot of Capacity on Alternates

All four alternate routes do have unused traffic capacity during rush hour that, taken together, about matches the displaced Lodge peak traffic volume. During non-rush periods, each alternate route has available even greater unused capacity, making travel easy and reasonably similar in time to the Lodge Freeway itself.

Detail maps are available for the Central Business District, New Center Area, University/Cultural Center/Medical Center area and the full Lodge freeway regional corridor.	Central Business District Map INSIDE 
--	---

Lodge-ability '87 Phone Directory	
Lodge Hotline	93-LODGE
RideShare	963-RIDE
Motor Lodge Express Bus Info	963-4BUS
Detroit Bus Info	933-1300
SEMTA Bus Info	962-5515
MDOT Ombudsman	569-3993
Speakers Bureau	961-4266
Detroit Municipal Parking Authority	224-0300

RideShare

During the Lodge reconstruction, one excellent way to cope with traffic is through car or vanpooling—thousands of motorists already save gas, maintenance and wear and tear on their vehicles in car or vanpools. Motorists can explore their "pool ability" through RideShare, the free, computerized

carpool and vanpool rider matching service of SEMCOG, the Southeast Michigan Council of Governments. That service matches commuters who live and work near each other.

For additional information about the RideShare programs, call 963-RIDE.

Motor Lodge Express Bus Service

A fleet of 9 busses provides express service between Southfield and downtown Detroit during Lodge reconstruction work in 1987. Busses travel on weekdays between two Southfield locations and various stops in the New Center, university/medical center and Central Business District. Southfield Park 'n' Ride sites are at 11 Mile Road and Lahser as well as the Detroit Artillery Armory on 8 Mile Road, just east of Greenfield. Schedule information is available by calling 963-4BUS and is posted in many office buildings along the Lodge corridor.

In addition, SEMTA supplements service on several of its commuter lines from the Southfield and Farmington areas through the New Center and university/medical center areas to downtown Detroit. SEMTA schedule information is available at 962-5515.

The Detroit Department of Transportation also has routes serving stops along the Lodge corridor between downtown and the Northland area. Route information is available at 933-1300.

 THE NEW LODGE	Central Business District Map	
LODGE ABILITY		

Alternate Routes

During the 1987 reconstruction work on the Lodge Freeway, motorists will need to use their Lodge-ability by effectively and efficiently using available alternate routes. This map identifies the four alternate routes, using color codes. Motorists may trace their own routes to those detours using the map. Motorists should also pay careful attention to the special instruction boxes to make the best use of various traffic options which may not be obvious to the motorist unfamiliar with the Lodge corridor and its various streets and roads. Key decision points are identified by dots and connected to the special instruction boxes describing options the motorists may use to reach or leave those specific areas.

Central Business District

Northbound April-July

Traffic leaving Tiger Stadium during northbound construction may use Michigan Avenue to Rosa Parks Boulevard to the Yellow I-96 detour route; may use Trumbull north to the Blue Grand River alternate route; may use Michigan to Livernois to the Blue Grand River detour; or, may use Michigan to Southfield to the Lodge Freeway.

Traffic headed for Tiger Stadium during southbound Lodge construction may use the Yellow I-96 detour route, with several options for leaving that route; traffic may exit I-96 onto I-94 to Trumbull southbound to the stadium; may exit at Rosa Parks Boulevard into the stadium area; may exit onto the Lodge and use the Howard Street exit into the stadium area.

Rosa Parks Boulevard is a key access point to downtown Detroit, particularly the Joe Louis Arena and Cobo Hall areas. Traffic exiting at Rosa Parks Boulevard may take Michigan into downtown Detroit; may use Fore Street into downtown Detroit; or, may use West Jefferson into the Joe Louis Arena parking garage.

Entrance to the Cobo Hall parking garage will be affected by various stages of Cobo Hall reconstruction. Access to the garage during spring and early summer (until mid-July) will be via Washington Boulevard and Larned (which will be a two-way street temporarily). In mid-July, a new permanent entrance to the Cobo Hall parking garage will open off Washington Boulevard, just south of Larned. Throughout 1987 and 1988, the preferred route for Lodge drivers will be the Howard Street exit south to Fort Street, then east on Fort to Washington Boulevard to Larned until mid-July; or the new entrance on Washington Boulevard after mid-July.

Reaching Cobo Hall roof parking will change for Lodge motorists in mid-summer. A new circular ramp to roof parking will open on July 1 at the northwest corner of the new Cobo Hall expansion. Access to the new ramp will be from Congress, reached most easily via Second and Third Avenues—Lodge motorists will use the Howard exit ramp to Fort Street, left on Fort and right on either Second or Third to Congress.

Parking for special events at the Joe Louis Arena will always be available via the Lodge Freeway's Joe Louis Arena exit—that ramp will remain open during all phases of construction. In addition, motorists headed to Joe Louis Arena along the I-75/I-96 Yellow Detour should make use of the Rosa Parks exit, traveling down Rosa Parks Boulevard to West Jefferson and left along that street to the Joe Louis Arena Garage's west entrance.

The Abbott Street entrance to the Lodge Freeway will be open throughout construction. However, from April 11 to July 22, that entrance will have only one lane of traffic—to either the westbound I-75 turnoff for the Yellow route or to eastbound I-75.

Southbound Lodge traffic to the Windsor Tunnel should use the Yellow I-96 detour and the Lodge to Jefferson to the tunnel. Exception: October, 1987 through February, 1988—all traffic under Cobo Hall will be closed for construction work; during that time, traffic on the southbound Lodge should use I-75 to I-375 on the east side of Detroit, then westbound Jefferson to the tunnel.

Southbound April-July

Westbound traffic on Jefferson from the east side of Detroit should consider using I-375 northward to I-75, then I-75 west to the Lodge. That will be a useful route to all motorists headed for the Joe Louis Arena and other points west of Cobo Hall during 1987 and 1988. It will also be the best route for those headed north on the Lodge after July 22, 1987.

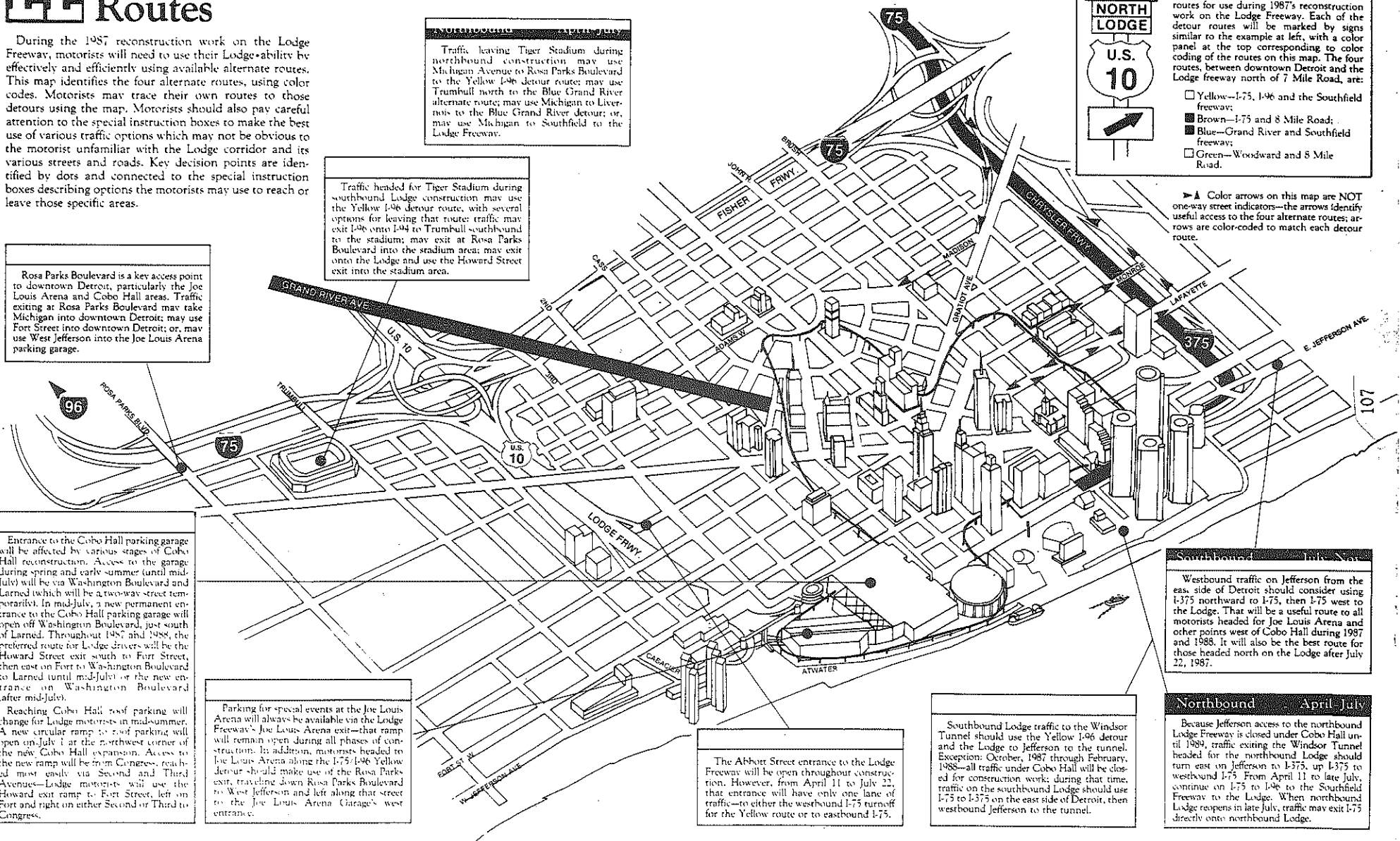
Northbound April-July

Because Jefferson access to the northbound Lodge Freeway is closed under Cobo Hall until 1989, traffic exiting the Windsor Tunnel headed for the northbound Lodge should turn east on Jefferson to I-375, up I-375 to westbound I-75. From April 11 to late July, continue on I-75 to I-96 to the Southfield Freeway to the Lodge. When northbound Lodge reopens in late July, traffic may exit I-75 directly onto northbound Lodge.

To assist motorists unfamiliar with travel in the Lodge corridor, the Michigan Department of Transportation has color-coded the four recommended alternate routes for use during 1987's reconstruction work on the Lodge Freeway. Each of the detour routes will be marked by signs similar to the example at left, with a color panel at the top corresponding to color coding of the routes on this map. The four routes, between downtown Detroit and the Lodge freeway north of 7 Mile Road, are:

- Yellow—I-75, I-96 and the Southfield freeway;
- Brown—I-75 and 8 Mile Road;
- Blue—Grand River and Southfield freeway;
- Green—Woodward and 8 Mile Road.

▲ Color arrows on this map are NOT one-way street indicators—the arrows identify useful access to the four alternate routes; arrows are color-coded to match each detour route.



Project Description

In 1987, pavement on the 30-year-old John C. Lodge Freeway (U.S. 10) will be removed and new pavement installed. Both northbound and southbound will be repaved, I-75 in downtown Detroit to Meyers in northwest Detroit, a total of 8.7 miles. In addition, improvements will be made in the drainage system and bridges will be built or rebuilt at Davison and Livernois. In 1986, the shoulders in that same section were completely rebuilt, widening the shoulder itself and adding a safety barrier at shoulder's edge.

In late July, the northbound Lodge will re-open with its new pavement in place for northbound traffic. A week later, the southbound lanes will close, from 7 Mile Road to I-75, and all southbound traffic will be detoured to those four alternate routes.

Thus, drivers will always have one direction of the Lodge open for their use. Four excellent alternate routes are available for detouring traffic away from the closed side during reconstruction.

Special "Lodge-ability '87" Provisions

A number of steps to help motorists during the Lodge reconstruction are spelled out in this brochure, including four color-coded designated alternate routes for by-passing construction; express bus service; RideSharing support; and, tow truck assistance on freeway alternate routes during rush hours. Construction progress and motorist information is also available daily by dialing the Lodge hotline: 93-LODGE.

One Side Detours—Other Side Remains Open

Reparing the Lodge means closing only one side of the freeway at a time. First, the northbound lanes will close on April 11, from Griswold in downtown Detroit out to 7 Mile Road. All northbound traffic will be detoured on four alternate routes. During that time, the southbound lanes will remain fully open and useable for southbound traf-

Cobo Hall Expansion

As a part of the City of Detroit's major expansion of Cobo Hall, the Lodge Freeway must be lowered beneath Cobo Hall. As a result: the Larned exit and Congress entrance ramps are closed throughout 1987; traffic to Cobo Hall parking will be re-directed during the year; and, all traffic under Cobo Hall will be closed in late 1987 for steel erection work. (See Reconstruction Calendar for details).

A Brand New Freeway

When 1987's work is completed, the Lodge will be a state-of-the-art urban freeway, with new pavement, wider and safer shoulders and improved drainage. New landscaping will be completed during 1988.

1987 Reconstruction Calendar

April 11

Northbound Lodge closes from Woodward and Griswold to 7 Mile Road entrance ramp, with Abbott entrance ramp available for Yellow detour route.

July

New ramp to Cobo Hall rooftop parking is completed at Third and Congress, reached from Lodge via Howard Street exit to Fort Street to Third Street to ramp (old roof parking ramp from Lodge closes permanently).

July

Northbound Lodge re-opens to traffic beginning with Abbott and Bagley entrance ramps. (Lanes still closed beneath Cobo Hall).

July

Southbound Lodge closes from 7 Mile Road to I-75. Most downtown-bound traffic will be routed to Southfield or 8 Mile Road to access all four alternate routes (Southfield to Yellow and Blue routes; 8 Mile Road to Green or Brown routes).

August

New Cobo Hall parking entrance opens on Washington Boulevard, reached from Lodge via Howard Street exit to Fort Street to Washington Boulevard.

October

All traffic lanes under Cobo Hall closed for steel erection work.

November

Southbound Lodge re-opens from 7 Mile to I-75 (Lodge still closed under Cobo Hall).

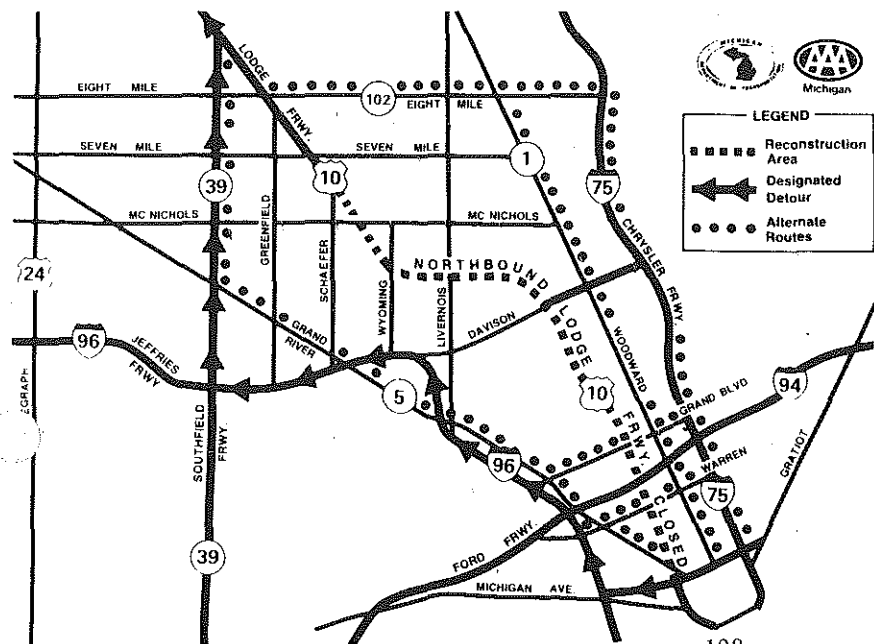
February 1988

Southbound Lodge re-opens under Cobo Hall (using new northbound pavement—northbound still closed under Cobo Hall).

February 1989

Cobo Hall expansion completed. Lodge opens to traffic in both directions beneath new Cobo Hall.

Detroit's Lodge Freeway Alternate Routes



Tow Truck Service

Free tow truck service will be provided by the Michigan Department of Transportation on the Jeffries/Southfield freeways (Yellow route) and the I-75 freeway portion of the Brown route, during applicable rush hours. Truck personnel will help motorists on the freeway shoulder or haul vehicles to a surface road—personnel will remain with the motorist until police or other help arrives. Trucks will carry small quantities of gasoline for use by motorists.

Traffic Hotline: 93-LODGE

Current construction information and traffic changes are available by dialing the Lodge ability Hotline, 93-LODGE, 24-hours per day.

THE NEW
LODGE

*THE ABILITY TO GET
THROUGH OVER
AND AROUND THE
CONSTRUCTION
WE'VE ALL BEEN
WAITING FOR ON
THE LODGE
FREEWAY.

LODGE • ABILITY*

L
THE NEW
LODGE

Central
Business
District
Map

'87

LODGE • ABILITY

POOL • ABILITY*

*THE ABILITY TO SAVE
MONEY, MAKE FRIENDS
AND GET TO WORK
ON TIME — THROUGH
RIDESHARE — WHILE
THE NEW LODGE IS
BEING COMPLETED.



L
THE NEW
LODGE

SECTION J
Telephone Hotline

Telephone Hotline

The telephone hotline, 93-LODGE, ran 24-hours a day, giving up-to-the-minute information about construction and traffic on the Lodge. The taped message was updated on an "as needed" basis, often more than once a day. The hotline was available throughout the entire two-year program and received an average of 850 to 1,000 calls per month. An additional hotline was also available for the Motor•Lodge express bus service.

Following are the messages that were recorded in 1987 when the northbound lanes closed on April 11 and when the lanes reopened in mid-July, followed by closures of the southbound lanes.

Recorded April 11, 1987

Northbound lanes of the Lodge Freeway are now closed, from Griswold and Jefferson in downtown Detroit to 7 Mile Road. In downtown, the Abbott entrance ramp is available for access to the I-75 and I-96 detour. Traffic lights on the Grand River and Woodward detour routes have been re-timed to smooth outbound traffic from 9 a.m. to 6 a.m. Those lights will be re-cycled each day for the 6 a.m. to 9 a.m. inbound rush hour traffic. Southbound Livernois traffic will now turn left to reach the southbound Lodge freeway -- the regular right turn on-ramp will be closed during northbound construction. Motorists are advised to use the four alternate routes, which are color coded. The all-freeway yellow route is I-75 to the Jeffries to the Southfield freeway. The brown route uses I-75 north to Eight Mile Road, then west to the Lodge. The blue route uses Grand River Avenue to the Southfield freeway. The green route uses Woodward Avenue to Eight Mile Road. Traffic for downtown events -- hockey and baseball games, concerts, ethnic festivals, restaurants and the like -- will find excellent capacities on those detour routes at night and on weekends -- there will be no significant delays for Lodge reconstruction. Remember, also, that the southbound Lodge is fully open for southbound traffic. One way of each round trip on the Lodge will be normal useage of the open side. Commuters might want to learn more about the Motor-Lodge express bus service by calling 963-4BUS or about car and van pooling by calling 963-RIDE. That's 963-4BUS and 963-RIDE. Northbound Lodge will remain closed until late July. Until then, use your Lodge-ability while we are waiting for the brand new Lodge freeway.

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Recorded July 16, 1987

You have reached the Lodge hotline.

The northbound Lodge is now open from Abbott northward. The Lodge remains closed underneath Cobo Hall.

The southbound lanes of the Lodge are now closed for reconstruction from 7 Mile Road to I-75. Four color-coded alternate routes are recommended for by-passing the southbound construction area. They are:

- The blue route using Southfield Freeway or major surface roads to Grand River. Traffic lights on Grand River are timed to smooth traffic flow into downtown Detroit except for the afternoon rush hour period from 3 - 6 p.m.;

- The yellow route using Telegraph or the Southfield Freeway to the Jeffries, I-96 into downtown. Motorists heading for Tiger Stadium or Joe Louis Arena should consider exiting at Rose Parks to Fort, West Jefferson or Michigan;

- The green route using 8 Mile Road to Woodward Avenue. Like Grand River, the traffic lights on Woodward have been adjusted to smooth inbound traffic except for the afternoon rush hour, and

- The brown route using 8 Mile Road to the Southbound I-75 Freeway.

The Southbound Service Drive between Warren and Forest is also closed temporarily.

Car or vanpool information is available at 963-RIDE. Both SEMTA and the Detroit Department of Transportation run supplemented service along the Lodge corridor. Call SEMTA for information at 962-5515, and the Detroit Department of Transportation at 933-1300. Thank you for calling the Lodge hotline.

MOTOR LODGE EXPRESS BUS SERVICE

MDOT's MotorLodge express busses are now in service. The Greyhound busses depart from two locations: the park and ride lot on 11 Mile Road west of Lahser and the Detroit Artillery Armory lot located on 8 Mile Road east of Greenfield. Fare on the MotorLodge express busses is \$2 each way. Both schedules and tickets are available from ticket offices at those departure sites. The busses make stops in the New Center Area; the Cultural Center/Medical Center Area and in downtown Detroit. Busses depart beginning at 6 a.m. each weekday morning. Return schedules are available on the busses. Again both schedules and tickets are available at the two ticket offices: 11 Mile and Lahser and 8 Mile east of Greenfield. If you need additional information about MotorLodge, including special provisions for handicapped riders, call Greyhound at 353-2870 or 353-3090 during normal business hours. Additional bus service along the Lodge corridor is also available through regular service provided by the Detroit Department of Transportation, 933-1300 and SEMTA at 962-5515. Once again, those numbers are Greyhound - 353-2870 or 353-3090; DDOT - 933-1300 and SEMTA - 962-5515. Thank you for calling the MotorLodge Hotline.

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SECTION K
Tow Trucks

Tow Trucks

To ease the congestion on the Lodge and alternate routes, a free tow truck service was available to stranded cars. Its purpose was to eliminate potential traffic jams as soon as possible. About 100 stranded cars per week were assisted (free gas, jump start) or towed off the Lodge and alternate freeways. All of those who needed the service said it was excellent or good in the second survey.



NEWS: Lodge Freeway Re-Construction



Contacts: Project Information: Brenda Peek-Redhead (313) 569-3993
Public Information: Donn Shelton (313) 961-4266
MDOT Information: Tom Shawver (517) 373-2160

April 1, 1986

Tow trucks will quickly come to the aid of motorists whose car or truck breaks down or runs out of gas on the John Lodge (US-10) Freeway this spring and summer.

It will be a free service furnished by the Michigan Department of Transportation (MDOT) and the contractor during construction work on the freeway.

The service is designed to keep traffic moving as smoothly as possible while the outside lanes are closed for widening the shoulders and construction of safety walls on the outside edge of the shoulders.

A tow truck owned by the B & T Tow Service will patrol the northbound freeway 24 hours a day, seven days a week during construction on the northbound stretch of the freeway running from I-75 north to Wyoming Avenue. Another truck will patrol the southbound freeway when work starts on that side of the freeway May 19.

The state's contract with Midwest Bridge Co. of Williamston also requires the company to have additional trucks on stand-by at all times, in addition to a heavy-duty wrecker available in case of truck breakdowns.

"The tow trucks will be on constant patrol so motorists are urged to stay in their cars if they have a breakdown or run out of gas," said Paul J. Garceau, construction engineer for MDOT's Metro District. Unoccupied vehicles will not have the customary 48 hours before they are towed away. Because of construction, such vehicles will be towed immediately.

The truck drivers will furnish two gallons of gas at no charge to vehicles that have run out of fuel. They will tow disabled vehicles off the freeway and radio for assistance, staying with the disabled vehicle until help arrives.

The blue and grey trucks will be specially identified on the roof for easy identification by helicopter traffic-reporting pilots.

"All this will help keep traffic disruptions to a minimum throughout the course of the project," said Garceau.

B & T, he said, is the same tow service retained by State Police for their Detroit freeway patrol.

During the 1986 construction season, all three lanes on the southbound freeway will be open during the morning rush hours -- from 6 A.M. to 9 A.M. -- and all three lanes on the northbound freeway will be open during the evening rush hour -- from 4 P.M. to 6:30 P.M. The freeway will also be fully open for special events such as the Grand Prix auto race in downtown Detroit.

From spring to fall of 1987, the freeway will be fully closed -- one direction at a time -- for replacement of the pavement.

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SECTION L
Evaluation & Recommendations

Evaluation & Recommendations

The following section considers each of the elements of the Motorist Information program:

- campaign theme
- media relations support
- print materials
- public service announcements
- project management
- advertising
- promotion
- speakers bureau
- monitoring and evaluation

Each element and its work products are evaluated. In addition, specific recommendations are made about what would be useful for similar projects in Michigan and elsewhere.

Overall Project

Evaluation: The “Lodge•ability” communications program was an unqualified success. It had two basic goals: 1) to keep traffic moving throughout reconstruction of the Lodge Freeway; and, 2) to make certain motorists in the Lodge corridor know what was happening and when so they could keep moving through the construction work. A central reality to the communications program was the fact that it was a balanced and comprehensive effort. It would be difficult, if not impossible, to single out individual elements that made the program a success. Rather, a variety of communications techniques blended together to produce the success of this total program.

The final evaluation was simple: the traffic kept moving. It did so because the motorists did know what was happening and did know when it was happening. They coped.

Recommendations: Motorists are intelligent and adaptable—they will cope with construction areas when given advance notice. A balanced communication program is important. A major first step is audience analysis — understanding who uses the freeway and for what purposes. During Lodge reconstruction, three distinct audiences had to be targeted for communication: 1) commuter traffic from suburban areas into downtown Detroit as well as from Detroit to suburban workplaces; 2) the discretionary users who attend sports and cultural events in downtown Detroit, patronize downtown retail businesses and seek their health care there; and, 3) corridor residents, who use the freeway for short trips within their community. Various elements of the communication program reached all of those audiences while other elements targeted specific audiences, hence the need for a comprehensive program. Important to that process is having one or more

communications professionals who are “users” of the freeway being worked on, a person or persons able to translate design and construction elements into traffic impact based on their own user experience. That may not always be possible in every project, but it was a most valuable element of the Lodge communications effort.

Theme

Evaluation: The project communications team caught “lightening in a bottle” when its advertising agency/subcontractor coined the word “Lodge•ability.” The word “Lodge•ability” came to mean eliminating traffic congestion and was used frequently by local media. The phrase caught on instantly with the media and the motoring public and became a very helpful communications tool. Not every (in fact, maybe few) construction projects will lend themselves that readily to word or phrase building. But it is well worth some intense creative time to come up with such a word or phrase because it drives the ease of communication. The project also adopted a color—“highway sign” yellow—for its printed materials, advertising and other visual products. Again, that color helped to tie together various elements of the project so that the comprehensive nature of the program was enhanced. The campaign also used a visual logo, a specially designed block L as the first letter in Lodge which was treated as a logo, by itself within a box. That logo also tied together the program but does not appear to have had significant impact particularly with the high levels of success of the “Lodge•ability” concept and the good use of a program color throughout.

Recommendations: At a minimum, any communications program should have an identifying color and/or logo, in order to create a “whole bigger than the parts” comprehensiveness to the program. Each time a motorist encounters some element of the program that is easily and readily identifiable as being part of the program, it enhances the eventual effectiveness. A word or phrase like “Lodge•ability” is the single most useful element of a program theme, but may be difficult to come up with in every case because of names and/or numerical designations that don’t lend themselves quite as well as the Lodge did in this case. The “Lodge•ability” concept came from an advertising agency/subcontractor. Professionals in that business are very good at phrase-making and such outside professional help should be brought into any communications program, at least in the early concept and creative stages.

Media Relations Support

Evaluation: Media relations on the two-year construction project was one of the very high points. The major Detroit media—the two daily newspapers, the four major television stations and several major radio stations—accepted the Lodge reconstruction project as “hard news” from its very beginning. Thus, dealing with the media became primarily a matter of providing them information they sought (as opposed to “selling” them information as often happens on lesser news events). That was particularly true during the first year of construction when traffic flowed on both sides of the freeway but lanes and ramps were opening and closing almost on a daily basis, requiring almost-daily media updates by the MDOT media consultant.

In the second year, media attention concentrated on closing of a full side for construction, re-opening of that side, closing of the other side and eventual opening of the full freeway. Media attention was much more concentrated in the second year than it had been during the first year.

Again, the "Lodgeability" phrase caught on from the very beginning. News and media reports frequently used that phrase as a focus of attention for their reports.

MDOT's media consultant developed an excellent rapport with the specialized traffic-reporting media when she held a luncheon briefing before the project began for the traffic helicopter pilots and reporters as well as other media persons specializing in daily or weekly traffic reporting. That special attention produced a cadre of traffic reporters much more aware of the project and its details as well as more enthusiasm about communicating the project's progress.

Beyond the news columns and news programs, special attention was also paid to meeting with editorial writers from various media, resulting in very positive editorial support for the project and MDOT's efforts to fully communicate with the motoring public.

Recommendations: Media relations cannot be left as a reactive job for whomever is handy whenever the media calls. Effective media relations requires the sort of specialized attention provided by MDOT's media consultant, a person thoroughly familiar with the project and able to handle everything from small detailed questions to setting up large-scale interviews or on site sessions.

The special luncheon briefing for traffic reporters was an excellent idea and should be included in any major construction communications program where the media have such specialists.

The editorial briefings also worked well and should be part of a specific media relations plan.

Both newspaper and television reporters are always looking for visuals, so a good map of the project should be made available from the beginning—a specially drawn map that simply hits major cross streets and major areas of concern, one that is easily reproduced by a newspaper or on a television screen.

Not only is it important that one person be identified to pay ongoing and special attention to the media, it is equally important that the media understand that one person will always be available to them. When that is true, there is effective communication through the variety of media, rather than a whole series of construction personnel dealing with the media and sometimes giving confusing or conflicting information.

Printed Materials

Evaluation: An anticipated need for a wide variety of printed materials never developed in this project. A number of alternatives were discussed with members of the Communications Implementation Task Force—posters explaining the project, envelope inserts to be used for organizational mailing lists, and special hand-out materials. There was very limited interest in the posters and no interest in special materials or envelope inserts.

The bulk of the emphasis for printed materials was with the two brochures that were printed. In the first year of construction (when traffic continued to flow on the freeway, albeit restricted by one lane for parts of the time), a general brochure was printed and distributed that identified the project and answered basic questions about traffic flow. It also promoted the telephone hot line number.

Far more important was the second brochure—that is, a series of four brochures published in the second year. Those brochures opened to an extensive map of alternate routes as they affected different areas. Geographically-oriented versions were printed for the downtown Detroit business district, the university/cultural center area, the New Center area and the entire regional Lodge corridor. More than 600,000 copies of those brochures were distributed.

Working with the Communications Implementation Task Force was a very important dynamic in the overall program, but particularly so with regard to printed materials. Without that task force as a sounding board, it is likely that posters and envelope inserts would have been printed in quantity and left unused. The task force greatly helped to define what was useful and not useful.

Recommendations: Always assess the “need” for printed materials with the people who ultimately use (or, do not use) them. It is all too easy to simply churn out printed materials because they have general value in a communications program. In the Lodge•ability program, such standard tools as posters and mailing envelope inserts were not seen as useful.

Distribution of printed material is always an important problem. Members of the Communications Implementation Task Force acted as distribution agents. The total press run for the brochures was predicated on estimates from task force members about their needs (with, of course, a significant increment above those estimates for later needs). That distribution system worked very effectively.

Public Service Announcements

Evaluation: The standard length for both radio and television public service announcements is 30 seconds — not nearly enough time to share with the audience even a couple of different thoughts about a project. Rather, it is better to identify a single main point and utilize the PSA message to make that point.

In the first year, both radio and television public service announcements highlighted and emphasized the special 24-hour project hotline, which could be reached by calling 93-LODGE.

In the second year, a television public service spot was made to emphasize the fact that one side of the freeway would always be open — a fact that informal feedback indicated still wasn't clear in the minds of motorists.

Use of the public service announcements by radio and TV stations was somewhat mixed over the two-year project. The television spots received some good play, including some prime-time (evening hours) placements. WDIV-TV, the NBC affiliate, used the spots extensively including placements in Tiger baseball games and other availabilities. The radio PSAs in the first year were recorded and supplied to the stations and used in a very limited fashion. The stations reported later that they would prefer text which their own personalities could use. All radio PSAs in the second year were supplied in that form to the stations.

An outstanding effort was made by the area's top-rated radio station, WJR, during the second year of construction. The station adopted "Lodge•ability" as its public service target for the first two months of construction. Several station personalities cut special public service announcements about various facets of the project's traffic implications. The station also utilized a traffic helicopter reporter who regularly reported on Lodge progress and, most importantly, on the color-coded alternate routes, consistently using the color designations for his identification of the routes. In addition, the station offered copies of the alternate route brochures to anyone who wrote to the station. More than a thousand requests were received and brochures sent.

Recommendations: In any comprehensive communications program, there are always one or two key points which need particular emphasis. Radio and television public service announcements are ideal for adding that emphasis to the rest of the campaign.

Special attention should be paid to radio stations that use morning/evening "drive time" traffic reporters — inviting them to special briefings prior to construction and supplying them with both timely information and interesting feature angles. Particularly in northern states, where the construction season concentrates on the spring and summer months, television PSAs may get better play because that is traditionally a lighter time for paid advertising, leaving more available spots for PSAs. Finally, special attention should be paid to cable television systems. While radio and television cover an entire metropolitan area (reaching far beyond the construction corridor impact area), cable television systems can be identified by specific communities in that traffic impact area. Both the municipality and the cable operator have channels available (usually called the "municipal" or "local origination" channels) where they will generally be happy to use such public service announcements.

Advertising

Evaluation: While the Detroit area media were very supportive of the Lodge reconstruction project as a hard news story, such media coverage remains an uncontrolled resource. For that reason, paid newspaper advertising was used to make certain that there was a controlled flow of basic information about the project.

While the Lodge corridor can be fairly specifically defined as to its immediate trip origin-destination impact, work on the freeway distributed vehicles onto other area freeways and major surface streets. Thus, most motorists in the metropolitan area were impacted by the Lodge work, either because they used the Lodge regularly or because freeways and surface streets which they did use regularly gained added traffic during the construction period.

For that reason, a full-page ad was taken in both metropolitan daily newspapers prior to the start of the first-year construction, explaining the project work to be done, the timing and other elements. The same ad was also run in a weekly newspaper published for the black community of Detroit, reaching into the residential audience along the Lodge, persons who make up a significant portion of Lodge traffic with their short trips on the freeway.

That first-year ad introduced the concept of "Lodge•ability," a campaign theme that would prove very useful throughout the two-year project. The ad was also printed on glossy paper as a poster, which received some limited distribution during the first year.

In the second year, the traffic dynamics were significantly different — one side of the freeway closed completely for reconstruction, with the other fully open for regular traffic. Also, the four designated detour routes, with their color-coded signs, were the single most vital part of the "keep the traffic moving" project goal. Using the "highway yellow" campaign color, black ink for all text and four colors for the alternate routes made it technologically impossible to use regular newspaper space. For that reason, along with the added impact of being able to keep it in the car, a "free-standing insert" was used for the second year's advertising. The first page was a stark and attention-getting headline, "Next Saturday, half the Lodge Freeway will disappear." Inside, project details were explained and the four color-coded routes were detailed.

Thus, on the Sunday six days before the start of the second-year construction, virtually every household in the metropolitan area received one of the inserts about the project. Again, the Detroit weekly, published on Wednesdays, also carried the insert for its important residential audience.

Originally, some advertising money was earmarked for cooperative advertising with special events facilities because of a great concern about the impact of the Lodge construction on the flow of persons to such places as Tiger Stadium, the Joe Louis Arena, Cobo Hall and other downtown entertainment venues. Again,

special events representatives on the Communications Implementation Task Force (CITF) expressed no interest in such advertising, and that money was used to help pay for the free-standing insert.

Recommendations: Paid newspaper advertising is an important element of an areawide communications program because it is a controlled means of communication to a widely spread audience. Paid radio and television commercials are far too brief to tell the whole story and printed materials require an eventual one-to-one distribution process. Mass media reach mass audiences, and newspaper advertising does so with sufficient space to tell the whole story.

Promotion

Evaluation: The "promotion" task had several key elements to it, most important of which was the Communications Implementation Task Force. The CITF was a critical element of the overall communications program.

The CITF was an important part of the planning process — a sounding board of various community interests which helped shape the final communications program. Some original ideas from the communications proposal were modified through task force discussions, others were discarded, and the task force also generated several new program elements. The task force was very successful in refining the communications program to be as useful as possible to the community. It also was an effective vehicle for implementing the communications program. Members of the CITF distributed printed materials, communicated with their own constituencies, arranged for presentations by the project staff and served as a feedback mechanism during the course of the project. The overall communications plan was clearly better because of the task force's input; members of the task force, in turn, were more active in the implementation process because they had a sense of "ownership" of the plan which they helped develop.

One of the concerns identified by task force members was the concept of "public contact personnel." That included ticket office staff, telephone/receptionist personnel, waiters and waitresses, bellhops, parking and security personnel — the organizational personnel who have regular contact with the customers/patients/visitors who travel the Lodge to or from facilities. Based on that concern, a series of "public contact briefings" was held for those staff members. Each briefing was arranged by task a force member, who "co-sponsored" the event. Several hundred public contact personnel were made "experts" on the Lodge project so that they could supply useful information and, most importantly, refute the kind of misinformation that always swirls about a project like rebuilding the Lodge. The result was a cadre of such people working one-on-one with the motoring public.

Still another idea generated by the task force was a 24-hour project "hotline." Advertising and printed material provided good general information about the project to the public, and the media provided up-dated information about specific

project progress. But, that information might not always be there or handy when an individual needed to know the current status of traffic impacts of the project. So, a taped hotline message was created with a project-specific phone number, 93-LODGE. More than 800 calls per month were handled by the hotline (with five answering machines hooked up in sequence.) Particularly during the first year (when ramps were opening and closing daily), changes were made to the recorded message at least weekly and often daily to make certain that motorists had the most current information before starting their trip through the Lodge corridor.

Recommendations: A "must" element of a comprehensive motorist information plan is a Community Implementation Task Force—some group of people representing the various publics within the construction corridor who can participate in the planning and sharing in the implementation responsibilities. The character of such a task force will change depending on the nature of land use in a given construction corridor. In the case of the Lodge, there were three distinct geographical areas to be considered—the downtown area, the university/cultural center area and the New Center area (which includes a major office building, the headquarters of General Motors and Unisys and Henry Ford Hospital, the largest health care facility in the region). In addition, there were a number of special events venues in the downtown area—major league baseball activities, concert and theatre facilities, a summer riverfront festival operation. Those special interests were reflected in the task force membership.

A basic communication program should be created within the transportation department for presentation to the task force—having a group that large start with a clean sheet of paper is not a productive process. Rather, they preferred to react to a proposed program, adding to, deleting from or reshaping various elements. It then becomes "their" plan and they become very useful in implementation.

Public contact briefings are useful only if the construction corridor includes a number of places that depend on discretionary motorists (as opposed to residential and commuter motorists, who will be there throughout the project). The tone of such briefings should be one of education: providing solid information about the project as well as anticipating the kinds of rumors or misinformation which might occur and providing the public contact personnel with correct information to head off the rumor problem.

A motorist information "hotline" is a valuable tool. First, it provides motorists with an always available source of current information. Second, it helps the comfort level of motorists to know that such a service is available, even if they don't use it. Early work with the telephone company is important, to make certain that telephone lines are available, that there are no interconnection problems between different telephone exchanges in the corridor and to seek some sort of identifiable phone number, such as 93-LODGE. In the case of 93-LODGE, that unique number was available in an exchange away from the location of the answering

machines, so the telephone company was able to arrange a permanent "call forwarding" arrangement from the 93 exchange into the exchange where the answering machines were located.

Speakers Bureau

Evaluation: The basic element of this task was a pair of slide presentations, different versions for the first and second years of the construction project. In a comprehensive communications program, live presentations to groups is the best opportunity for an in-depth communication about the project as well as the most useful interactive opportunity. Mass media and printed materials are all one-way, providing little or no opportunity for questions and discussion of specific points. Such presentations are significantly more effective when accompanied by an audio/visual component. Several formats are possible: slides, overhead transparencies, film or video tape. The slide presentation works particularly well because it provides the opportunity for both photographic and graphic presentation of project information while permitting discussion of individual points (not possible when a film or video simply continues running). There is also the flexibility in a slide presentation of changing slides quickly to adapt to new conditions in the project and also the ability to tailor a presentation to a specific audience by adding or deleting certain slides.

The Lodge slide presentations were a key ingredient of the public contact briefings. The speakers bureau made presentations to community and civic organizations. In addition, the slide presentation was used for follow-up meetings with technical audiences.

Recommendations: A comprehensive communications program should include a slide presentation, taking advantage of its flexibility and content and its adaptability to specific audiences.

As with advertising, the creating of an effective slide presentation is a very specific talent which requires a writer familiar with that medium of communication as well as graphic artists also familiar with the slide medium. If writing and producing slide presentations is not the main operation, then outside contractors should be used. Supporting a slide responsibility should be assigned to someone who will regularly photograph the construction project, the special signage, the traffic management mechanisms. That continuing photography permits periodic upgrading of the slide presentation content and also provides a good visual record of the project's development for follow-up reports and presentations.

An important consideration is maintaining effective slide files, making certain that all slides of the project are identified and catalogued to be readily available when needed for updating the presentation or for adapting it to specific audiences. Such a system should be set up in advance, to avoid having someone plow through mountains of slides to find the right one each time a change is needed.

Monitoring & Evaluation

Evaluation: Research was another important element of the overall communications program on the Lodge project. The Community Implementation Task Force provided important feedback into the communications planning process. But, it was also necessary to fully understand the key audience: the motoring public. The public opinion polling that was done for that purpose was very effective. It clearly showed that Lodge users were ready, in fact eager, for the tired old freeway to be rebuilt. Responses to the research questions also helped shape an underlying theme for the communications program: a "no surprises" approach. A poll was taken prior to the start of any construction and another was taken between the two construction years. In the first poll, the motorists sent their message: "tell us what is going to happen, and tell us when it is going to happen, and we will cope." That "no surprises" concern helped drive many decisions in the communications planning and implementation effort. The second poll confirmed that motorists had experienced little if any inconvenience as a result of the first year's construction. Further, it indicated that motorists expected the second year (even with full closure of one side at a time) to also be of little or no inconvenience to them.

In the early stages of planning for the communications effort, there had been some strong feelings on the part of non-communications personnel that first-year construction, required little or no communications support. The communications professionals argued that communication was needed for two reasons: 1) the almost-daily opening and closing of ramps and use of lane closures would mean a need for communication of immediacy about those changes; and, 2) that effective communication in the first year would build some much-needed credibility for the second year, when the message would basically be, "even with half the freeway closed, the alternate routes will get you to and from your destination with little or no disruption." Clearly, the second opinion poll confirmed that point: motorists expressed confidence, based on the first year's experience, that they would be able to cope with the closure dynamics of the second year.

During the first year, an effort was made to secure ongoing feedback about the project and the communications effort. Using demographic data, a Lodge Consumer Panel (LCP) was formed. It was comprised of 24 motorists reflecting the pattern of Lodge usage—suburban-into Detroit commuters, some Detroit-out-to-the-suburbs commuters, some Detroit residents. The panel members were to be contacted every two weeks to identify any problems being experienced by the motoring public. As with some other elements, the Lodge Consumer Panel failed because of the overall project's successes. Each attempt to draw feedback from panel members about problems simply drew reactions of "hey, everything is going great. There aren't any problems." Although they had agreed to participate in a panel, there was little enthusiasm among the panel members because of the lack of problems. The panel idea was dropped after three attempts.

The evaluation element of the project included regular meetings of a project task force convened by the Michigan Department of Transportation, which brought together persons from the planning, design, construction, traffic and communications elements. The task force met monthly through the two-year project to evaluate problems and progress. The interdisciplinary nature of the task force was very effective in handling problems because all of the various elements could be brought to bear on problem solution.

The evaluation element also included production of a written report on the overall communication project. Midway through the project, a video report was added to the evaluation element, to be done after the project was completed.

Recommendations: Feedback is an important element in the monitoring of any project. Which types of feedback will be most useful will change from project to project. What will not change is the need to build into a comprehensive communications program specific opportunities for such feedback.

In particular, public opinion research is an effective tool. It provides a motorists orientation to the communications work that is difficult to achieve by assumptions made by the project personnel about what the motorists believe to be true. Public opinion polling is another of those specific skills that requires full-time professionals to be done effectively. There is an art to designing an effective survey instrument (questionnaire) and an art to using that instrument, in either telephone polling or in-person polling. Those jobs are best done by people trained in the public opinion polling discipline.

While the Lodge Consumer Panel did not work in this project, some form of that process should be considered for ongoing motorists monitoring of the project. Such a panel would likely provide an early warning of developing problems on a project where such problems exist. With the Lodge panel, both telephone contact and mail contact were tried. The mail version, including an easy return postcard format, is recommended. Trying to track people down by telephone can be very time consuming and not very productive. The mail survey of the panel was much more effective.

If a project's evaluation element includes plans for a printed final report and/or a video report, preparing for such reporting should be a specific responsibility throughout the project. Materials need to be saved for use in the report, media reports need to be saved, letters need to be saved. Also, if a video is to be done, there needs to be an ongoing process for video taping construction work, project meetings, and project events (i.e., closing and opening ceremonies, etc.).

Project Management

Evaluation: Integrating a motorist information and communication program into the overall construction project was a new step for the Michigan Department of

Transportation. Historically, construction and communication personnel had worked in parallel with communications coming aboard as construction began. On the Lodge project, MDOT's "not business as usual" approach meant a much more integrated effort right from the planning and design stage. That approach was at the heart of the total project's success. It meant, for example, that communications personnel were present and involved with design personnel, and contractor language as it affected the traffic management portion of the contract; at pre-construction meetings, at design and construction planning meetings; at traffic and signage meetings. Similarly, design, construction and traffic personnel were participating members of the Communication Implementation Task Force, able to experience the concerns of the task force members and participate in formation of plans to solve various communications problems. That integrated overall project management approach was effective and efficient.

Signage was a good example of that integrated approach. Several steps were taken beyond standard signage for a reconstruction project:

- 1) signs alerting motorists to the pending construction were erected a full month in advance of each year's construction work, to make certain that regular users of the freeway knew what was going to happen and when;
- 2) special signs were placed to help occasional users of the freeway headed to key special events—such signage helped to direct baseball and hockey fans to the most appropriate alternate routes to reaching Tiger Stadium and Joe Louis Arena;
- 3) special signs were placed at key "decision points" in a road network, those places where important options existed for motorists to use alternate routes around the construction area; some signs were placed as far as 20 miles away, near Brighton, where motorists had an early option for detouring around the Lodge construction;
- 4) extra heavy signage was used at "confusion points," freeway interchanges on the designated alternate routes where occasional users following the detour signage would need to make decisions while moving at maximum speeds on the freeway; and,
- 5) existing changeable message signs on the downtown Detroit freeways were used for both alerting motorists to the start of construction and special problems during the course of construction.

Many of those needs were identified through the communications program, in several cases by members of the Communication Implementation Task Force.

MDOT traffic management personnel then arranged appropriate signage to respond to the identified special needs.

Another key element was a very specialized newsletter from MDOT Director James Pitz to more than 1,000 community leaders in metropolitan Detroit. Called the "Southeast Michigan Transportation Update," the newsletter was designed to provide the sort of project details not likely to be carried in the mass media. The newsletter was planned to coincide with major Lodge developments—start of construction, major openings or closings. In effect, the plan was to have on the desk of community leaders a full presentation of appropriate information as supplement to whatever media coverage resulted from the project event.

Recommendations: Having a "project management" task in the overall communications program is essential, permitting the sort of meeting attendance and involvement that would be difficult to arrange under other task definitions. That early and on-going involvement is very important in shaping a well-rounded construction/traffic management/communications approach.

Having a communications input into the signage process is also important—such signage should be a blend of traffic management and community needs. Involvement of community leaders in the task force helps shape such technical details as signage to fill needs of that community—special events officials particularly may have some specific traffic management needs.

A limited circulation newsletter or update bulletin is also a good tool. The audience is essentially persons with constituencies, multipliers of the message. If they can be regularly supplied with accurate project information, they will become project communicators, able to counter the inevitable rumors and misinformation that pops up around any public project. At the same time, keeping those leaders informed creates a cadre of supporters both able and willing to speak out positively about the project in media and community forums.

Video Report

Evaluation: Capturing the essence of a project like rebuilding the Lodge Freeway in a video report is an excellent step. A video combines sight, sound and motion. It is growing dramatically as a preferred means of communication in both the private and public sectors. The Lodge video blends good graphic materials with personalized messages from key project participants—an effective use of the video format.

Like television itself, such a video is best at "capturing the essence" of the total story. It needs to be accompanied by a printed report which provides greater depth for individuals who want to know more about specific elements of the overall project. This written Lodge ability report provides that needed balance to the video.

Originally, two versions were to be made—one would be a "public" video, for use by transportation officials with general public audiences; the other would be that

public version plus a technical section that would be added to the end, for use with transportation technicians. A final decision was made to eliminate the public version because it seemed unlikely that such a video would be used by general audiences. Rather, it seemed that a more likely "public" use would be with citizens involved with, or affected by, a freeway reconstruction project. Such an audience would need the flavor of remarks by Michigan Department of Transportation professionals in the technical section.

The video took much longer to produce than anticipated, largely because of difficulty in assembling various ingredients. In the final version, more than 30 different videotape sources were used, along with a selection made from several hundred slides.

Recommendations: Start early. The decision to make a video report was not finalized until final stages of the two-year construction project. As a result, very little useable material was available from the first year, particularly with regard to videotape of construction activities and communication elements.

The Lodge•ability effort worked very well—construction, traffic management and communication. It might not have done so. Thus, it is not possible to write a script until the project is finished and the success (or, lack of success) is identifiable.

What is possible, however, is a decision to make a video, followed by a systematic effort to accumulate video footage of project activities, along with slides, media excerpts and other elements. A caution—as that accumulation grows, it is particularly critical that an effective cataloguing system be devised. It will save much time later when the producer/director begins sorting through tapes, slides, artwork and clippings.

It is best if a single source of original videotape can be arranged. That is, a production company or free lance video crew should be used on all video "shoots," to provide some continuity to the footage. (It is possible to find someone different each time, of course, but much is gained with a single source for continuity.)

Transportation departments are increasingly using videotape to record construction activity. That is an excellent additional source; however, explaining production needs to those technicians can be helpful later (so that they hold shots long enough, get good "interesting" angles and avoid excessive camera movement). Those are elements of production more important to the video producer than to the technical cameraperson.

Motor Lodge

Evaluation: The public information program took on an added task during the second year of the reconstruction project. Public opinion polls showed that motorists would consider using alternative methods of transportation if congestion caused by freeway reconstruction became a problem. A little more than 70% of motorists responding to the public opinion poll indicated that they would consider using express bus service from the Southfield area to Detroit. MDOT contracted with Greyhound to provide a fleet of nine buses to provide service during the

reconstruction. This bus service was the "Motor•Lodge," and it offered motorists another transportation alternative during the reconstruction project.

SEMCOG was contracted by MDOT to: 1) produce advertising for newspaper and cable television; 2) to create a special identity for the service; 3) to establish and maintain a special information telephone line; and, 4) to include the express bus service in other elements of the overall Lodge Motorist Information Plan.

Promotion efforts concentrated on the start-up construction period and the two to three weeks following when many motorists would begin to come to terms with the effects of the construction.

Working with a sub-contractor, Deleeuw, Ferguson, Bashaw Advertising—SEMCOG developed an identity for the express bus service—Motor•Lodge. This name fit into the overall Lodge•ability theme and was something that could be easily included in the promotional and advertising materials.

Special radio public service announcements were created as well as PSAs for local cable stations. A free standing insert about the Motor•Lodge was placed in suburban newspapers where it was likely to be read by potential Motor•Lodge riders. Information about the Motor•Lodge was also available on a special 24-hour telephone line, 963-4BUS. Motor•Lodge was also included in the Lodge•ability slide presentation as a reminder to motorists that this was an alternative to driving the daily commute during the reconstruction. SEMCOG was also responsible for the design and printing of Motor•Lodge schedules for Greyhound, Inc.

Ridership on the Motor•Lodge express bus service was not as great as anticipated. Although task elements were varied, most motorists apparently felt the alternate routes adequately met their daily travel needs.

Recommendations: The lack of motorist response to the express bus service resulted in the reduction of the number of buses servicing the route in the first part of the reconstruction. In phase two, the express bus service was totally eliminated. Motorists apparently felt the alternate routes met their daily travel needs. In addition, many commuters took advantage of other routes when planning their daily commutes and found few delays in travel to and from work.