

City of Springfield
Franklin/McVay Sanitary Sewer Extension
P21080
Communications Plan

Purpose

This plan defines the City of Springfield's approach to inform people affected by the Franklin/McVay Sanitary Sewer Extension project. The communication effort will inform people about the objective of the project, traffic control changes, project progress and upcoming work, and other project related issues. It is intended that the plan will be regularly evaluated and adjusted throughout the duration of the project.

Project Overview

Project Description

The project consists of the design and construction of a sanitary sewer extension from the terminus of the existing 30 in. trunk line in Franklin Blvd. & McVay Hwy. intersection to the south. This project will install approximately 4,000 feet of 18 inch sanitary sewer pipe stopping before the Central Oregon & Pacific Railroad (CORP) crossing north of the Springfield Urban Growth Boundary. This new sanitary sewer line will intercept flows from residential and commercial/industrial users in Glenwood west to the Urban Growth Boundary (UGB) and east to the Willamette River. This project will allow for environmentally responsible development and growth in this area and facilitate the ability for land owners in this area to be allowed to annex their properties into the City of Springfield.

In addition, an agreement with the Springfield Utility Board (SUB) has been reached to allow for the execution of approximately 200 feet of water and electrical transmission lines underneath the Union Pacific Railroad (UPRR) as part of the project. This work will be conducted as part of this project to help reduce the need for construction impacting the roadway underneath the UPRR trestle in the future, and allows for efficiencies to be realized between the two public agencies.

Also, as part of the trunk line work within McVay Hwy., the project plans to bid as an additive alternate work scope that includes the addition of a new 12 inch main line (approx.. 800 feet) within E 19th Ave. to the Nugget Way Pump Station, and upgrades to the existing Nugget Way Pump Station at the intersection of Nugget Way and E 19th Ave. This work will be completed during this project if bids prices are within anticipated estimates.

The project will include the following:

- Design and construction of a sanitary trunk sewer to, but not including, the southern CORP crossing along Franklin Blvd./McVay Hwy.

- Review of an additive alternate for the upgrading of The Nugget Way sanitary sewer lift station and rerouting of wastewater flows down E 19th Ave to the new trunk sewer line being installed in McVay Hwy.
- Construction of a sewer, water, and electrical crossing under the Union Pacific Railroad (UPRR).
- Partial road reconstruction of impacted roadways to include McVay Hwy., and E 19th Ave.

Project Schedule

Alignment Selection (Completed September 2013)

The City is working with Murray, Smith & Associates to evaluate three alignment alternatives. Each alternative will be evaluated using the following criteria

- Length and Pipe Slope
- Constructability
- Decommissioning the Nugget Way Pump Station
- Permitting Requirements
- Traffic/Public Transit Impacts
- Right of Way Acquisition
- Utility Impacts
- Social/Residential Impacts
- Capital Costs

Design

The City has contracted with Murray, Smith & Associates to complete the design of the Franklin/McVay Sanitary Sewer Extension Project. Below are some of the key deliverable dates as part of this work.

- 50% Design Package – (Completed December 2013)
- 90% Design Package – (Completed March 2013)
- Finalized Design & Bid Package – April 2014
- Bid Work – May 2014
- Award Contract – June 2014

Construction

The City will bid the finalized design package for the construction of this project. The selected contractor will be required to submit their proposed project schedule for review. However the following schedule requirements are included as part of the design and will be dictated to the contractor through the contractual agreement.

- The project will be conducted over two construction seasons (2014 & 2015)
- Phase 1 & 2 from the intersection of Franklin Blvd. and McVay Hwy 225 (UHaul) to the intersection of E 19th Ave and McVay Hwy 225 of construction will take place from August 1, 2014 to September 30, 2014.
- Phase 3 & 4 from the intersection of 19th Ave and McVay Hwy 225 to the intersection of Nugget Way and McVay Hwy 225 will take place from June 15, 2015 to August 15, 2015.

- Phase 5 (if completed) would include the construction of a new 12 inch sewer line in E 19th Ave. and would take place from August 16, 2015 to September 30, 2015.

Completion

Substantial completion is anticipated by October 2015 with closeout in December 2015.

Traffic Impacts

- Closure of Franklin Blvd./McVay Hwy. to through traffic for installation of deep trunk sewer. (August 1, 2014 -September 29, 2014 & June 15, 2015 – August 15, 2015).
- Closure of E 19th Ave (if completed) to through traffic for installation of sewer. (August 15, 2015 – September 30, 2015)
- Regional detour for through traffic meaning vehicles that do not have an origin or destination inside of the work zone.
- Detours & Lane shifts for various stages of construction for local and business traffic, meaning vehicles that do have an origin or destination inside of the work zone.
- Trucks entering and leaving the work zone.
- Occasional other traffic control measures.

Communication Plan

The Franklin/McVay Sanitary Sewer Extension project communication will focus on community awareness of the project through all phases and related traffic impacts.

Objectives

- Provide advanced notice on the project's impacts and available transportation options before and during construction.
- Provide opportunity for residents and businesses located in the project area to continue to voice their concerns before the start of construction and through the construction period.
- Provide accurate information to Springfield and Lane County residents, businesses, City of Springfield Council, employees and others who may be affected by this project.
- Assist people in finding alternate routes or travel options.
- Provide residents in the affected area with information regarding annexation and connecting to the public sewer system

Target Audiences

- Springfield, Lane County, and Eugene residents
 - Residents
 - Businesses in construction area
 - Business patrons
 - Emergency service providers

- City of Springfield staff and elected officials
- Other agencies
 - Lane Transit District
 - Oregon Department of Transportation
 - Union Pacific Railroad
 - Central Oregon & Pacific Railroad
 - 4J School District and bus drivers
 - Springfield Utility Board
 - Sanipac
 - US Postal Service
 - Willamalane
 - Lane County
 - NW Natural
 - Level 3

Key Messages

Why are we doing this project?

- The Franklin/McVay Sanitary Sewer Extension project will provide sewer service to the eastern and southern portions of Glenwood along McVay Hwy. that are not currently serviced. This area within Glenwood is zoned Employment Mixed-Use within the Glenwood Refinement Plan and is served by individual septic systems, some of which have proved to be marginal historically. The installation of this line will allow for development and redevelopment in the area to be conducted in an environmentally responsible manner and will allow current land owners to connect to the regional sewer system and annex into Springfield when they choose to do so. This project will install approximately 4,000 feet of 18 inch sanitary sewer pipe stopping before the Central Oregon & Pacific Railroad crossing north of the Springfield Urban Growth Boundary. Drivers for this project come from Capital Improvement Project List and the 2008 Sanitary Sewer Master Plan. The partnership with SUB to install 200 feet of water and electrical transmission lines as part of the project will provide for better pressure for line projection and opportunities for future development.

What will happen during construction?

- McVay Hwy. 225 is planned to be closed to through traffic during the installation of Sanitary Sewer Pipe from the intersection of Franklin Blvd. and McVay Hwy. 225 to the intersection of Franklin Blvd. and Nugget Way. A regional detour will be set up utilizing I-5, Glenwood Blvd., and Franklin Blvd. Local and business traffic will be allowed access, but may be detoured locally on Nugget Way, E. 19th Ave, and Henderson Ave.
 - What time will construction work occur?
 - 7am to 6pm daily
 - How will this affect traffic?
 - Through traffic will be detoured on I-5, Glenwood Blvd., and Franklin Blvd. Local traffic will be routed around construction as the project progresses down McVay Hwy. 225.

- How long will this last?
 - 60 days

What will be the costs and requirements to connect to the new sewer system?

- Sewer in Lieu of Assessment Costs?
- System Development Charges (SDC) Costs?
- Annexation Costs?
- Private property side plumbing costs?

How can I get up-to-date information on this project?

- City of Springfield website
 - <http://www.springfield-or.gov/dpw/McVayWastewater.htm>
- Keep Us Moving Info
 - <http://keepusmoving.info/projects.cfm?nid=426>
- E-mail distribution list for e-news updates DPW Constant Contact account
- Register Guard weekly road report
- Lane Transit Districts Point2point website
- Oregon Department of Transportation's Trip Check website

Tactics & Tools

One-on-One Meetings

Have direct meetings with businesses and highly impacted residents located near the project area. The purpose of these one-on-one meetings is to give those businesses directly impacted advanced notice and to address any individual concerns. These meetings may occur by phone or in person and will be conducted prior to and during construction, as needed. The businesses visited will include: RV Towing, Seaver Mobile Home Park, River Bank RV Park, Shamrock Homes, Eugene Mobile Village, Twin Totem, Riverside Mobile Home Court, Six Sac Self Storage, Cash King, Big B Tires, The Duck Stop, Snack Shack, BRING, Eye Beam, Budget Storage, Turnkey RV Rental, Wildish Land Company, and any other businesses within the project boundaries.

Open Houses

Conduct an informational open house within Glenwood, after the completion of the design and prior to the beginning of construction.

Website Postings and Updates

Project information will be posted to the City's website and partner websites:

- On the City's website a page for the project (<http://www.springfield-or.gov/dpw/McVayWastewater.htm>) will be created and linked directly on the DPW main page for easy access. This page will be kept up-to-date with project information, construction updates, project downloads, suggested detours, and available transportation options.
- Project information before closures start and once the project is completed will be posted on LTD's website, including Point2Point, KeepUsMovingInfo website, and on the Oregon Department of Transportation's Trip Check website.

Project E-news/E-updates

Project updates will be sent via the department’s Constant Contact account. Interested parties can sign up to receive e-news and updates via email.

Direct Mail

Direct mail will only be utilized for the area most impacted the construction.

- A first direct mail was distributed during alignment selection. This mailing introduced the project and provided interested parties with options for receiving updates in the future.
- A second direct mail was distributed after an alignment was selected.
- The third direct mail will be distributed prior to the start of construction, following bid opening, notifying people of the construction timeframe and providing contact info and reminding them how they can receive updates and notices.
- Other mailings should be provided at key traffic control changes, winter project work suspension (if that occurs) or other milestones, as determined by the project team.
- A final mailing will be distributed at the completion of the project to thank residents for cooperation during the inconvenience of construction; this helps maintain goodwill between residents and City staff.

Signage

Portable changeable message signs and temporary construction signs will point out appropriate detours. Signs will be placed in locations allowing motorists plenty of notice to take an alternate route. Business access signs will be provided for businesses. They are shown in the Traffic Control Plans. Project area signs will be developed at the entrances to the project area to indicate key project information.

Media Advisories

Media advisories will be issued before closures start and once the project is completed.

Advertising

Paid advertising will be purchased through the Eugene Area Radio Stations (EARS) to inform residents of Springfield, Eugene and all of Lane County of the upcoming closures and once the project is completed.

Public Service Announcements (PSAs)

PSAs will be aired on local radio stations in coordination with the Eugene Area Radio Stations before closures start and once the project is completed.

Staff Roles and Contact Information

Role	Name	Tasks	Phone
Project Phone	Springfield office	Use in all printed material	541-726-3695

Number	main line		
Project Manager	Mark Van Eeckhout	Primary Point of Contact	541-736-7126
City Construction Representative	Denny Wright	Coordinate construction issues; provide information to Loralyn for City public info needs and tasks.	541-736-1010
Media Contact	Loralyn Spiro	All media contact, advisories, etc.	541-726-2233
Communications	Loralyn Spiro	Management and implementation of communications plan	541-726-2233

A schedule of public outreach tasks will be established once the construction schedule and closures schedule are established.

Timing

Before Construction

- After bid opening and to notify of start of construction

During Construction

- Prior to night work (if utilized)
- Prior to major traffic control changes
- Others

After Construction

- Upon completion “Thank you for your patience” and “Here’s what we built.”
- Ribbon Cutting ceremony

Budget

The anticipated cost for this work is \$3,400,000.