



The Construction Observer

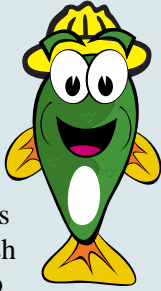
Lansing on the Move

www.LansingCSO.com

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Help Name Our New Mascot!

To help give a face to the wet weather projects happening in and around Lansing, we have a new mascot. This friendly looking fish caricature will help to keep you informed and will serve as a reminder that all the construction is helping to make the Grand and Red Cedar Rivers cleaner places.



The only problem is he doesn't have a name. Over the next 30 days, please visit www.LansingCSO.com and cast your vote for the best name for our new environmental mascot.

Here are your choices:

1. Lance
2. Cosmo
3. Sunny
4. Cappy
5. Swish

The winning name will be announced in early May in the *Construction Observer*.

Vote Now For Your Favorite Mascot Name at www.LansingCSO.com or e-mail your favorite to mascot@m3group.biz

Bring It On! CSO Construction Has Begun Downtown

As they say, orange cones are among the first signs of spring in Michigan! Construction activities have already begun in 020, 034 and 013 NW (see list of projects below.) Grand Avenue is now officially closed between St. Joseph and Lenawee and Washtenaw and Ottawa Streets. Allegan and Ottawa Streets have been converted to two-way traffic between Grand and Washington Square to facilitate parking ramp access. For more information on changes, detours, and suggested routes, go to www.LansingCSO.com.

The City and its project team members have been working all winter to ensure that planned closures and detours are well communicated to those traveling downtown. This includes several new outreach methods for 2008, such as billboards and text messaging. Please take advantage of these special resources to avoid delay.

Traffic Updates via 530AM and Texting

To hear last minute traffic updates, please tune into 530AM. If you prefer direct contact about local work zone status, sign up anytime for our new text message notifications by texting the word "lansingcso" to 67463 (msgme).



2008 CSO Construction Projects (*to be completed in 2009)

Project Name and Location	New Sewer/Water/Road	Contractor
013NE, East/Chilson*	17,660 FT/9,420 FT/1.7 Miles	Hoffman Bros, Inc.
013NW, Turner/Carrier	11,200 FT/7,700 FT/3.1 Miles	Six-S
018SE, Ballard/Case/Oakland	14,200 FT/14,500 FT/2.9 Miles	K&R
018SW, Center/Cedar/Monore*	7,380 FT/7,800 FT/1.5 Miles	Posen Construction
020, Shiawassee	5,300 FT/6,900 FT/1.6 Miles	E.T. MacKenzie
034A, MLK/Lenore/Osband/Rundle*	8,400 FT/16,060 FT/2.6 Miles	E.T. MacKenzie
045, Larch/Shiawassee/May/Penn*	10,520 FT/7,205 FT/0.9 Miles	E.T. MacKenzie
Downtown, Grand/Walnut	6,860 FT/1,700 FT/0.9 Miles	Dunigan Bros, Inc.



What to Expect During Construction

You might be surprised to know that all businesses in the construction zones remain open and appreciate your patronage. Access to businesses is maintained with temporary sidewalks when necessary.

Additional wayfinding signage will also be in place to help you get where you want to go.

In general, typical work hours are 7 am to 6 pm Monday through Friday. For more details, please click on "What to Expect During CSO Construction" under the quick links on www.LansingCSO.com or call the CSO Hotline at 517.394.5566. If no one answers, your call will be returned within one business day.





Communication Survey Results

In late January 2008, the City hired a public opinion consultant to conduct a telephone survey about the CSO Control Program. The purpose of the survey was to learn what topics are of the greatest interest and what the preferred method is to receive information. Here is a summary of the findings (which were tallied from 305 voters in Ingham County with a margin for error of +/- 5.7%):

Going Forward:

- *April 1:* “Construction Day”
- *Early April:* Youth artwork beautifies Grand Avenue construction zone
- *May 31:* Construction University for kids of all ages (Part of “Be a Tourist in Your Own Town” activities)
- *Spring 2008:* Adopt-a-Garden

- 51% were familiar with the CSO Program.
- 69% felt that construction signage was adequate.
- 45% said they would be more likely to come downtown if they knew in advance of detours and alternative parking.
- The preferred source for traffic updates was the radio, at 23%.
- The preferred source for information about the CSO Program was via regular mail, although those aged 18-35 preferred the Internet.
- 27% were interested in subscribing to this free e-newsletter.

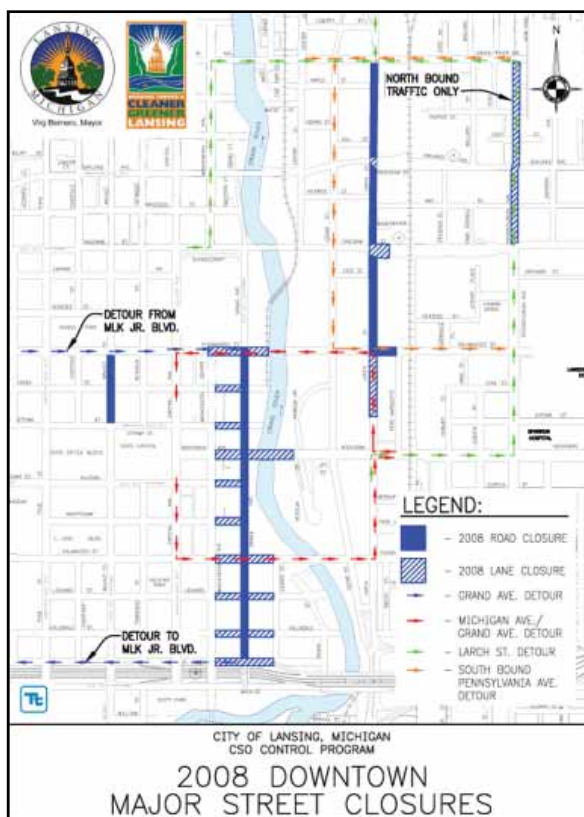
Shorter and Sweeter

We have heard your requests to reduce the size of the *Construction Observer* and will strive to keep it to two pages going forward. It is intended for on-line publication, but we know that some of you prefer to have it printed so you can share it with others.

For those of you who liked all of the details, you can always find additional information on the website or request it from the CSO hotline at 517.394.5566.

We consider this type of feedback the greatest compliment and always welcome your thoughts on how to best to share information.

The following actions have already been taken in response to these results:



- A special edition of the *Construction Observer* was printed and mass mailed throughout the City of Lansing. Subscriptions to the regular e-mailed version rose by 50% following distribution and text messaging enrollment doubled.
- Construction zone maps showing detour routes were printed for distribution by downtown merchants immediately following the posting of CSO Program construction billboards. The flipside of the map contained answers to frequently asked questions. Additional outreach materials are planned for early in the construction season. You can get a copy of this map in the quick links section on www.LansingCSO.com.
- 530AM (a City-owned and operated radio station dedicated to traffic-related updates) will be used more extensively in 2008 to report on lane closures, openings, and detour routes.

Media Roundtable



The communication survey confirmed the media’s valuable role in reaching you with critical information. A media roundtable was held on March 25th to share information about the 2008 construction season.

- Reviewed the City’s process for sending traffic alerts to other media outlets.
- Detailed project information on www.LansingCSO.com will be regularly updated throughout the construction season. The availability and usefulness of this website is being more actively promoted throughout the region.
- An environmental mascot has been introduced to be the face of the CSO Program and other wet weather initiatives within the City. See page 1 for more information.

The City will continue to tailor its communication efforts to meet the demands of residents, business owners, downtown workers, and visitors. In fact, if you were a frequent reader last year, you may have already noticed that the newsletter was retooled into a shorter format.

If you have any comments or suggestions, please send them to Alec Malvetis, Assistant City Engineer/CSO Project Manager at amalveti@ci.lansing.mi.us.

