

Reaching Our CORE Audiences

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Project Overview

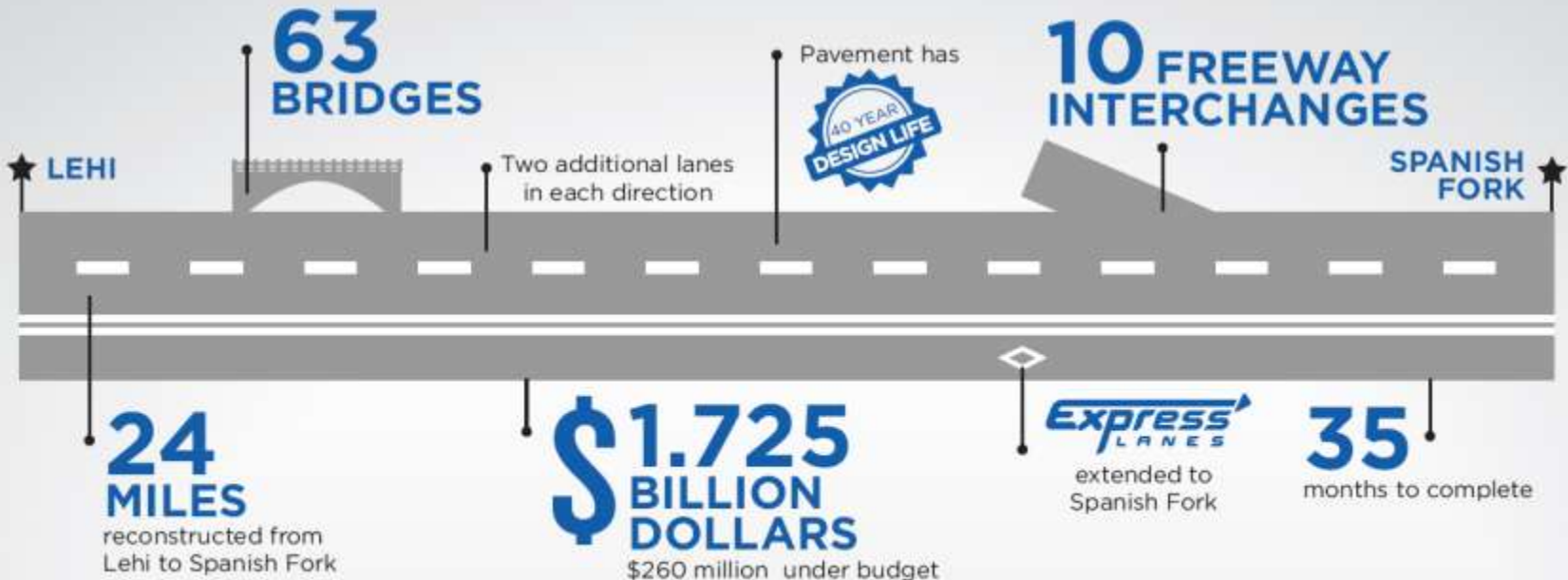
UTAH COUNTY
C15
CORRIDOR EXPANSION



A RECORD-BREAKING I-15 CORE

Fastest billion-dollar public highway project built in U.S. history

PROJECT FACTS



Project Overview



CONSTRUCTION FACTS

1,600
employees



655

new
signs

7.7 MILLION
tons of dirt

49 MILES OF PIPES



As long as 850 average
size water slides



7 MILLION WORK HOURS

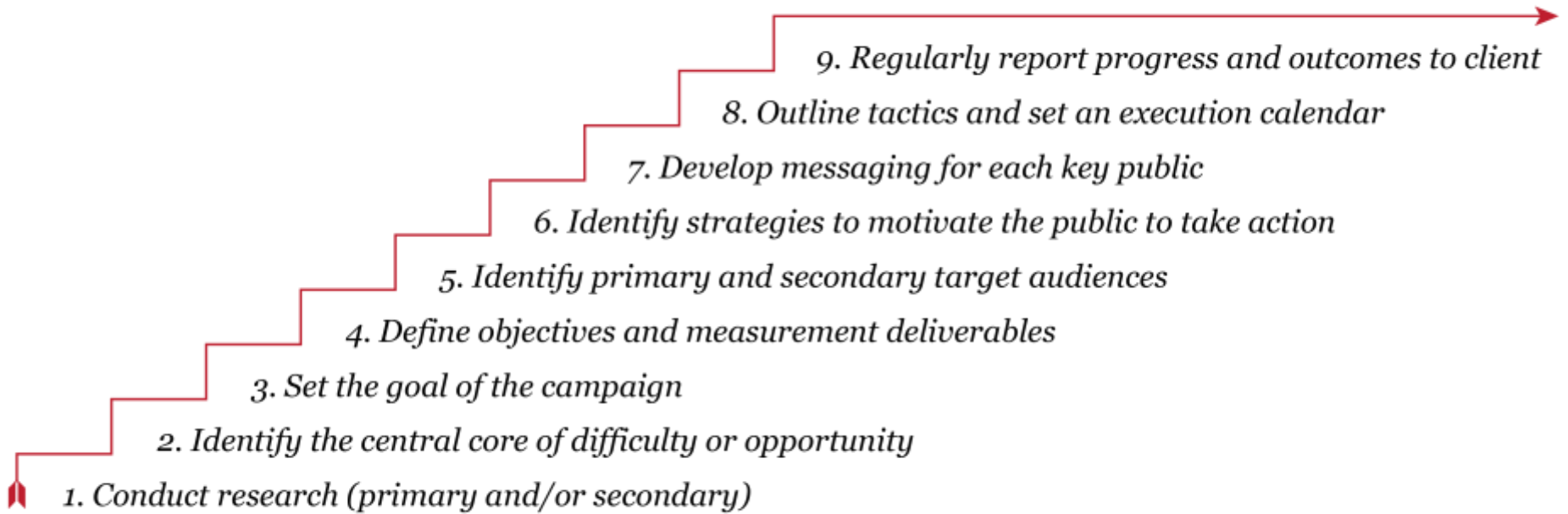
Enough to build the Empire State Building

2.8 MILLION
square yards of
concrete pavement

That's 385 lane miles, enough to
pave a sidewalk from
coast to coast



Strategic Plan



Communication Goal

Uphold the public trust
by proactively communicating
the project benefits, schedule,
inconveniences and coping strategies
through dynamic outreach tactics.



Video





Video





Video





Video





Video



Segmenting Audiences



Segmenting Audiences



Media Relations



Media Relations

I-15 CORE
 @I15CORE
 I-15 CORE is reconstructing 24 miles of I-15 from Lehi to Spanish Fork in Utah County. The project is scheduled for completion by the end of December 2012.
 Utah County, Utah <http://www.i15core.utah.gov/>

1,354 TWEETS
 228 FOLLOWING
 2,135 FOLLOWERS

Tweet to I-15 CORE

Tweets

- Utah DOT** @UtahDOT 2h
 The signals of today are the result of a stream of innovations starting with a simple light box on a pole. ow.ly/eel5d
 Retweeted by I-15 CORE
- I-15 CORE** @I15CORE 8h
 RT @UtahDOT RT @UDOTTRAFFIC: Cleared: Crash SB I-15 at Center St, all lanes open.
- UDOT Traffic** @UDOTTRAFFIC 10h
 Crash: SB I-15 at Provo Center St, SB off ramp to EB Center St closed.
 Retweeted by I-15 CORE

Recent images



Video



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