Reaching Our CORE Audiences

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Project Overview

A Record-Breaking I-15 Core
Fastest billion-dollar public highway project built in U.S. history

Project Facts

- 63 Bridges
- 24 Miles reconstructed from Lehi to Spanish Fork
- $1.725 Billion Dollars
- 35 months to complete
- 10 Freeway Interchanges
- Pavement has 40 Year Design Life
- Express Lanes extended to Spanish Fork
- $260 million under budget
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
1. Conduct research (primary and/or secondary)

2. Identify the central core of difficulty or opportunity

3. Set the goal of the campaign

4. Define objectives and measurement deliverables

5. Identify primary and secondary target audiences

6. Identify strategies to motivate the public to take action

7. Develop messaging for each key public

8. Outline tactics and set an execution calendar

9. Regularly report progress and outcomes to client
Uphold the public trust by proactively communicating the project benefits, schedule, inconveniences and coping strategies through dynamic outreach tactics.
Video
Segmenting Audiences
Segmenting Audiences
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/

Tweet to I-15 CORE
@I15CORE

Tweets
Utah DOT @UtahDOT
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
Expand

I-15 CORE @I15CORE
RT @UtahDOT RT @UDOTTraffic: Cleared: Crash SB I-15 at Center St, all lanes open.
Expand

UDOT Traffic @UDOTTraffic
Crash: SB I-15 at Provo Center St, SB off ramp to EB Center St closed.
Retweeted by I-15 CORE
Expand
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