

Alma School Road and Ray Road Intersection Improvement Project

Public Outreach Program

January 23, 2012



About KDA Creative

- Multi-disciplined creative firm that offers comprehensive communication and engagement solutions
- Specifically formed to serve infrastructure development
- Offices in Phoenix and Los Angeles
- Celebrated 10 years May 2011
- Certified, small, woman-owned business (DBE)

About KDA Creative

- Staff of 8 plus strategic partners providing public outreach and involvement services for transportation, rail and transit, water/wastewater, and creative design services
- Most notable experience: led a team of 7 consultants during extensive 8-year public involvement program for controversial roadway improvements to SR 179 in Sedona
 - Over 100 businesses impacted, months of night work (residential and hotel impacts), world-wide traveling public

Alma School Rd/Ray Rd Public Outreach Program

- Business meeting held in August 2011 prior to the utility relocations - 18 businesses attended
- 46 businesses are contacted in person or by phone weekly regarding updates
- Weekly email updates are sent to 55 businesses and individuals, plus the team

Public Outreach Program

- Project website:
 - weekly updates
 - highlights new information
 - lists all businesses with contact information and links to their websites
 - provides opportunity to sign up for weekly updates
- Project hotline is answered by Ms. Miller - call log is maintained and discussed with the team as calls are received
- Response to utility disruptions handled immediately - follow up with business

Developing Relationships

- Proactive communications include weekly visits, calls and updates
- Four months of working with the businesses during utility relocations
- Businesses are familiar with Ms. Miller and Jim Phipps making regular contact

2012 Public Outreach

- Hold public meeting on January 31 at the Greater Phoenix Chinese Christian Church
- Post 15 colorful business directional signage listing all business names
- Advertising program in the Chandler Republic
 - includes a coupon to be used at the intersection
 - 99% business participation accepting the coupon
- Continue proactive communications during construction - contractor understands pre-construction efforts



Chandler Republic Ad

THE BUSINESSES AT ALMA SCHOOL ROAD AND RAY ROAD ARE OPEN AND OFFERING SPECIALS DURING CONSTRUCTION

Northwest Corner

China King
Boston Market
Chandler Highlander Laundry
Papa John's Pizza
Bayshore Dental Group
Clothes Cabin
Healing Medical Equipment
Elsa Marina's Beauty Salon
Eastern Art Academy
Checkmate Loans
Philly's Famous Cheese Steak
Smoke 'em

Northeast Corner

Redeem this coupon for special savings at
PARTICIPATING ALMA SCHOOL/RAY ROAD BUSINESSES

Advantage Pawn Shop
Epiphany Lutheran Church
Greater Phoenix Chinese Christian Church

Southwest Corner

A-Professional Locks
Aspen Water & Ice
Stadium Club
Fine Dentistry
Skateland
Bright Horizons
Ruffler's Roost Ribbons & Lace
One Stop Title Loans
H&R Block
98 cent Store
Trails
Goodwill
I-Mart/Deshi Foods
CJE Beauty Salon
American Legion Post 91
Meineke
Thai Paradise
Fantasy Nails
Mucho Taco Mexican Food
Chou's Kitchen
East Valley Jewish Community Center

Southeast Corner

House of Egg Roll
Ink Bomb Tattoo
Jerusalem Foods
La Sirenia Tacos & Mariscos
Obsession Tropical Salon de Belleza
MG Exchange – Gold and Silver Buyers
Nappy By Nature Barber Shop
Yerberia San Francisco
Water & Ice Convenience Store
Chen Architects International



Please contact us with any questions by calling the hotline number at (602) 697-9566. You may also find more project information on the website at www.almaschoolray.com

- Will run 19 times (Jan - Nov)
- Banner ads on azcentral.com
- Email blasts to 2,000 emails



Alma School Road / Ray Road Intersection Improvement Project

Public Meeting



How To Stay Informed

The screenshot shows the City of Chandler website for the Alma School and Ray Roads Intersection Improvement Project. The header includes the City of Chandler logo and the project name. A navigation bar contains links for Schedule, Benefits, Businesses, Newsletters, and Project Photos. The main content area features a weekly project update for the week of December 12, 2011, with sections for Ray Road and Alma School Road. A highlighted box contains a call to action for businesses to call the project hotline at (602) 697-9566 if they notice any utility relocation work. A quote from R.J. Zeder, Director of Chandler's Transportation and Development Department, discusses the impacts and benefits of the project. A section titled 'Support Your Local Businesses' provides information about local business operations during the project.

City of Chandler

Project Hotline (602) 697 9566

Alma School and Ray Roads Intersection Improvement Project

Schedule Benefits Businesses Newsletters Project Photos

esta pagina está disponible en [español](#)

Weekly Project Update for the Week of December 12, 2011

The dates shown below are anticipated and subject to change due to potential unknown underground issues.

Ray Road

Northeast side: The westbound right lane will be restricted from east of the Epiphany Lutheran Church to Pleasant Road for power pole relocation and the installation of irrigation pipe. Driveways to the churches will remain open.

Southwest side: Work will require temporary lane restrictions between Alma School Road and west of shopping center on Ray Road.

Alma School Road

Northwest side: Work on the west side of Alma School Road north of Ray Road is anticipated to be complete by the end of next week.

Southwest side: Work will continue on the west side of Alma School Road between Ray Road and Ivanhoe Street. The southbound right lane will be restricted. At least two driveways on the west side of Alma School will be open to the shopping center on the southwest corner of Alma School and Ray Road. Work should be completed by the end of next week.

It is very important for businesses to **call the project hotline at (602) 697-9566 if you notice any disruptions to your phone line or any other utilities during the utility relocation work** so we can help you as quickly as possible. Please do not contact the utility company working in the street. Don't wait – call us as soon as you notice any disruptions!

Please continue to check the weekly email updates so you're aware of what to expect as the work moves around the intersection. Haven't signed up to receive the weekly update? [Click here to sign up.](#)

R.J. Zeder, Director of Chandler's Transportation and Development Department discusses the impacts and benefits of intersection improvement projects in "Dichotomy of intersection improvement" in the December 3-16, 2011 issue of the **SanTan Sun News**. [View the article here.](#)

Support Your Local Businesses

Local businesses will be open throughout the duration of the project, including the utility relocation work. The [Businesses](#) page provides more detailed information about local

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**Sign up to receive
weekly updates**