

### Anatomy of Education and Outreach to Inform Elected Officials, Community Leaders and Citizens Brian F. Barnett, PE, PTOE City of Springfield, Oregon, USA

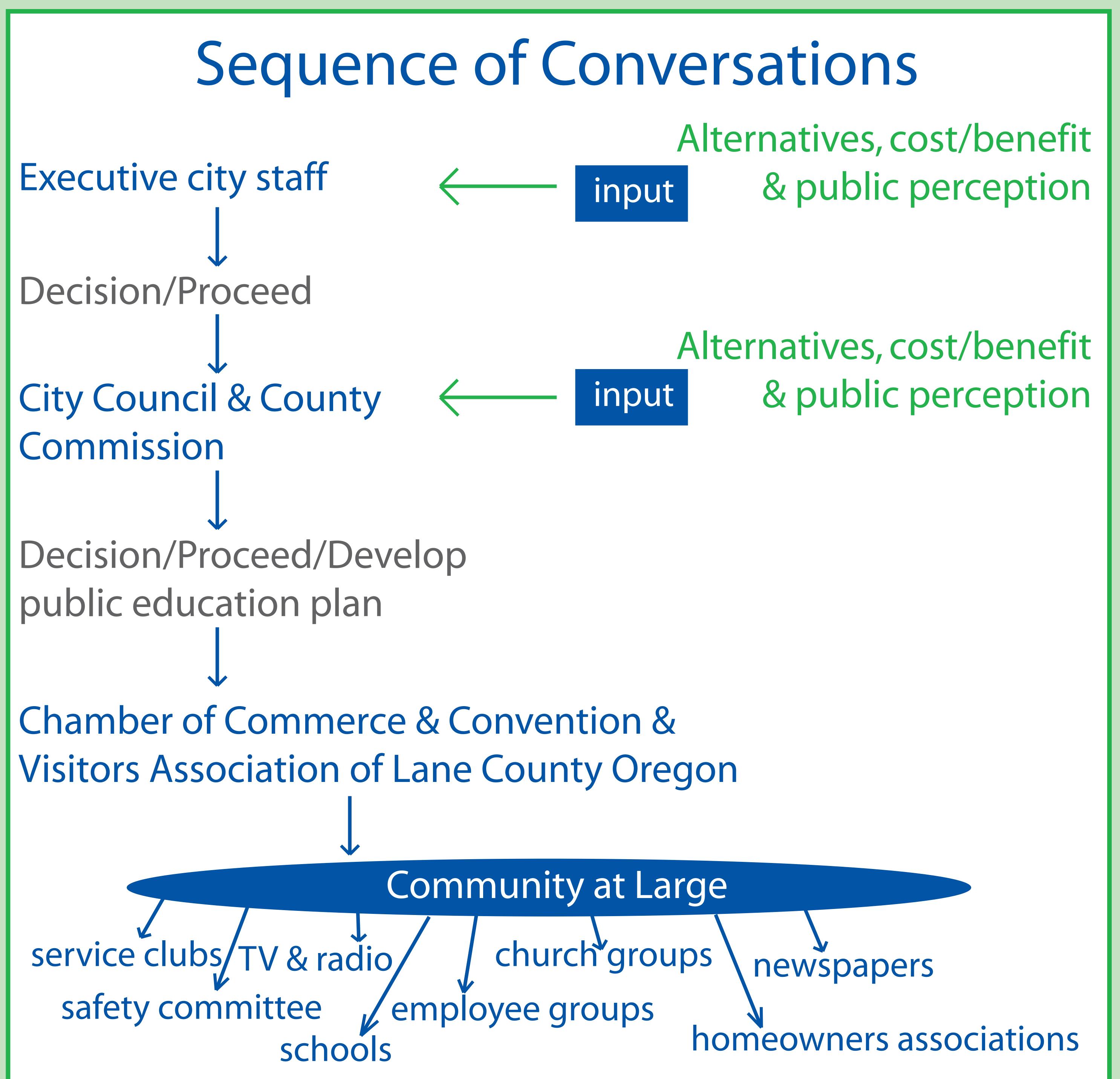
### ISSUE

New hospital, road & roundabout

Single lane roundabouts in City, but no multilane roundabouts

Need to inform & convince community & elected officials the benefits of a multilane roundabout





## Public Information & Education Plan

#### Key themes for roundabout user

safety

economy

capacity

environment

beauty

#### Key themes for construction impacts

road closures

detours delays

# Target Audiences

#### Stakeholders

- police department
- fire department
- low vision/blind citizens
- school district-bus
- transit district-bus
- trucking industry

- Citizens
- seniors
- teens
- driving instructors

Used multimedia approach; different audiences want different & multiple learning opportunities.

Newspaper Articles



Group Presentations

TV Interviews Trifold Brochure "General Information & Driving Tips"

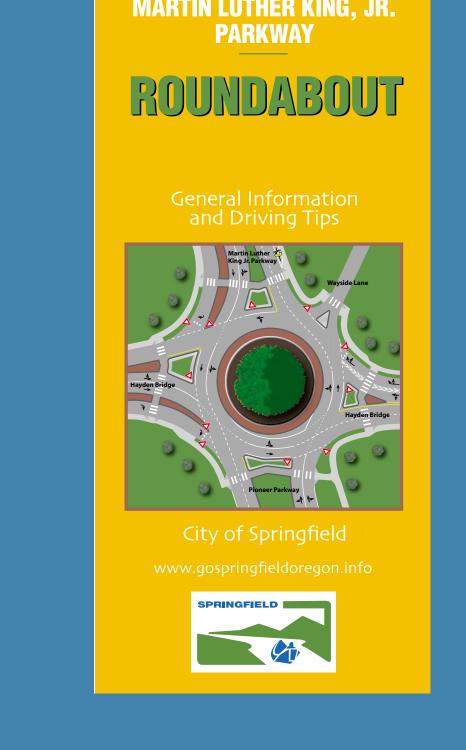
www.gospringfieldoregon.com

Phone Hotline

Animated "How to Drive a Roundabout" cartoon

Direct Mail

Radio: 30 second PSAs & interviews



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