

32nd Avenue S Street Reconstruction Project Rebidding and Public Outreach





Project Changes



Construction Schedule

Phase 1	65 days
Phase 2	45 days
Phase 3	75 days
Phase 4	75 days

- Phases are allowed to overlap to promote earlier completion
- Must be complete by October 20, 2023

Phase 1 – 25th St to 22nd St

Detour Route



Phasing and Incentive

- Phasing:
 - 65 days
- Phase Incentive:
 - \$5k per day (up to \$50k)
 - \$75k if complete by Nov. 4, 2022

Phase 2 – 25th St Intersection

Detour Route



Phasing and Incentive

- Phasing:
 - 45 days
- Phase Incentive:
 - \$5k per day (up to \$50k)
 - \$75k if complete by Nov. 4, 2022

Phase 3 – 28th St to 25th St

Detour Route



Phasing and Incentive

- Phasing:
 - 75 days
- Phase Incentive:
 - \$5k per day (up to \$50k)

Phase 4 – 32nd St to 28th St

Detour Route



Phasing and Incentive

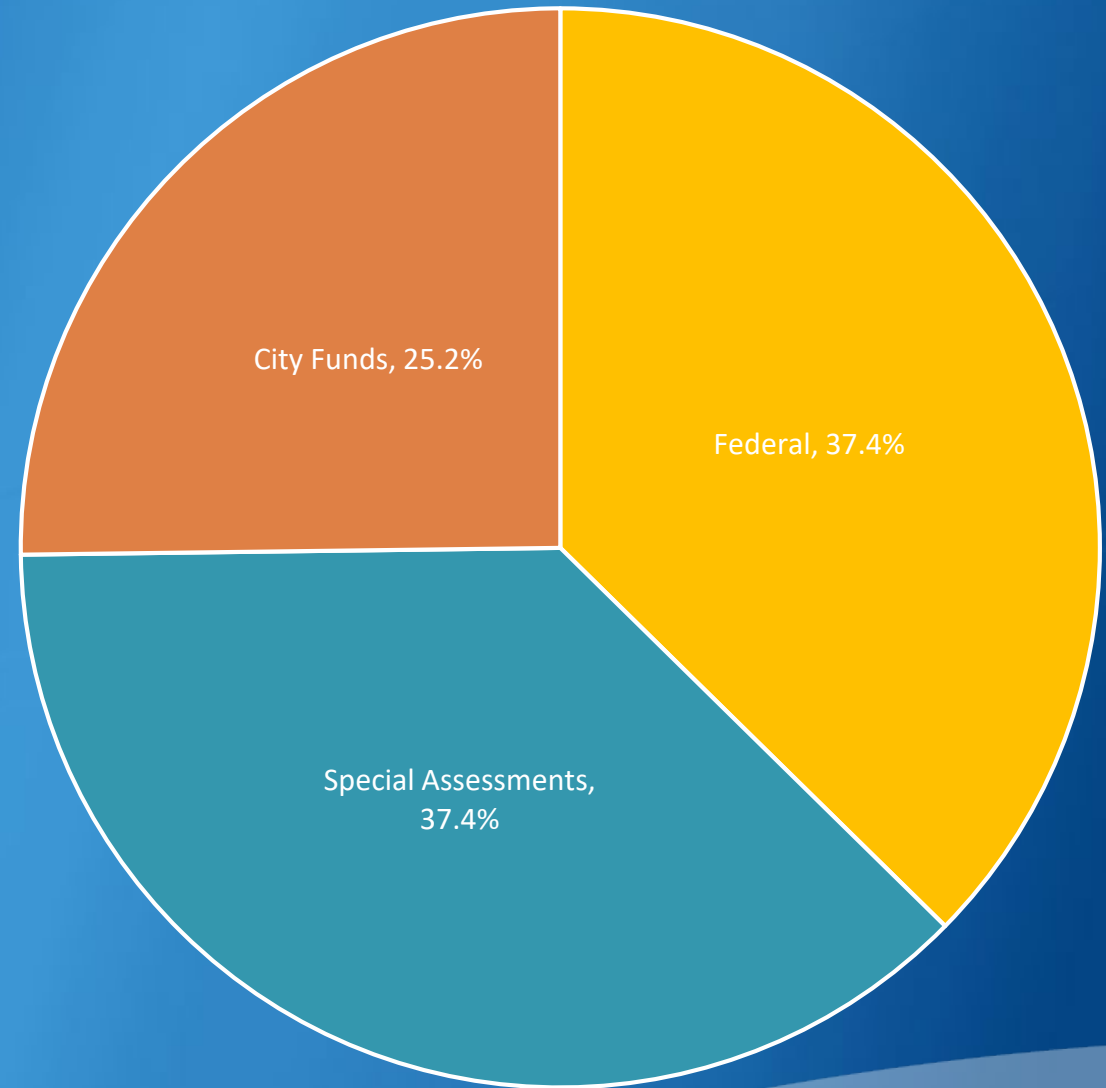
- Phasing:
 - 75 days
- Phase Incentive:
 - \$5k per day (up to \$50k)
- Project Incentive
 - \$150k if all phases are complete by Aug. 19, 2023

Project Schedule

- Time of bid letting
 - Set to bid June 10th, 2022
- Project Schedule
 - To address concerns related to material availability and existing Contractor workloads, completion is October 20, 2023
 - Potential \$150,000 incentive for completing some work in 2022
 - Potential \$150,000 incentive for completing all work by Aug. 19, 2023

Project Funding

- The City of Fargo received an additional \$2,429,773
- Amended Engineer's Report and CPM Agreement to reflect the Federal Funding change
- No increase in special assessments



PUBLIC ENGAGEMENT OVERVIEW

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- Goals, target audiences and objectives
- Messaging
- Phase I and Phase II tactics
- Additional engagement options

PHASE 1 OBJECTIVE

Educate the community, landowners, business owners and corridor users about the *update in construction plans and that finalized plans are coming soon*

PHASE 2 OBJECTIVE

Educate the community, landowners, business owners and corridor users about *finalized construction plans*



GOALS AND AUDIENCES

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GOALS

- Clearly communicate:
 - Phase 1: Plans and construction schedule have been updated
 - Phase 2: Plans and construction schedule are finalized
- Encourage audiences to look for details for the upcoming updates and construction schedule
- Develop relationships with and offer resources to impacted community members and businesses
- Display compassion and care for impacted community members

TARGET AUDIENCES

- Building, property and business owners
- Apartment management and residents
- General public
- 32nd avenue users
- Public and private schools and daycare

MESSAGING

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PHASE I

- Acknowledge updates, complexity and where the project stands right now
- Unique & attention grabbing
 - Option: “New construction plans, dontcha know!”

PHASE II

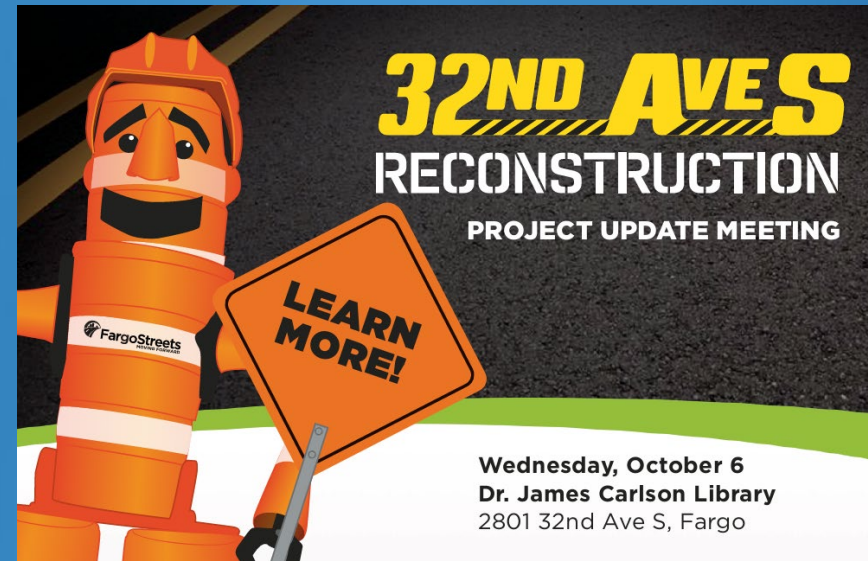
- Update messaging to reflect finalized plans while keeping attention grabbing nature



ENGAGEMENT, cont.

TACTICS

- Postcards & flyers
- Media engagement
- Virtual community Q&A
- Business collaboration
- Geofencing
- City of Fargo communication collaboration
 - Social media
 - Signage
 - News segments
- Business toolkits (*active construction*)
- Ongoing monitoring and analytics





ADDITIONAL ENGAGEMENT OPTIONS

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- Billboards
- Radio ads
- Email marketing
- Popup signage
- Residential postcard mailing

Questions?

- Recommended motion:

“Approve Amended Engineer’s Report and Amended Cost Participation and Maintenance Agreement for City of Fargo Improvement District No. BR-22-A1”