

Lincoln Tunnel Helix Project Meeting - Monday November 7, 2011

Agenda

- Project Outline

Cedrick Fulton, Steve Napolitano
Kathy Connolly

Need / Staging/Impacts & Mitigations

Interagency Coordination – NJDOT South Marginal Project

- Communications & Outreach

GOCOR

Tina Lado, Bill Young

NJ and NY electeds

Residents

Business Community

Internal & External Agencies

Quality of Life/Traffic Issues

Meeting with Mayor Richard Turner, Mayor Brian Stack

Project Overview & Strategies

Progress Meetings during project duration

Community Briefing – project kickoff

Communications during project duration

MARKETING / MEDIA

Andrew Hawthorne, Audrey Mancher
Jamie Loftus/Steve Coleman

Agency Coordination

Messaging / Campaign

Web site

Timeline

**GOVERNMENT
EXHIBIT
1009**

Lincoln Tunnel Helix Rehabilitation Project 2012/2013
Customer Marketing Communications Outreach

Cross-agency coordination in progress

- NJ Transit - *used email on train*
- Taxi & Limousine Commission (NY and NJ), airports
- TRANSCOM
- 511 *ferries*

Summary Timeline for Helix Closure Work

- 8 months prior - *Board authorization*
 - Web site link to press release *message*
- 6 months prior *late January*
 - Brochure
 - Web site launch
- 2 months prior *June*
 - Web site updated
- 1 month prior
 - Poster campaign on NJ TRANSIT, PATH and Ferries
 - Media campaign which may include the following elements:
 - Toll Lane Posters
 - Print/Radio Ads
 - Billboard
 - Other agency Web site links
 - Online video showing project progress (possibly through contract with Sam Schwartz)
 - Celebrity spokesperson - Broadway jingle
- 2 weeks prior
 - eAlerts
 - Tunnel Radio
 - VMS
 - TRANSCOM
 - Car & Limo drivers messaging
- Continue & monitor

Detailed Timeline

- **Board Authorization - November 2011**
 - Add promo module to Lincoln Tunnel homepage - "Board approved Lincoln Tunnel Rehabilitation Project." Link will go to press release, and will include a message to check back for more information.
- **Contract Award - December 2011**
- **GOCOR Meetings with Electeds and Mayor - January 2012**

- Following abovementioned meetings, distribute Lincoln Tunnel Rehab brochure to community groups and elected officials. The following information will be included:
 - Project Scope
 - Work Hours and Diversion Info
 - Map of Work Area
 - Noise Mitigation
 - Project Benefits
 - Important Contact Information and Emergency Numbers
- **Work Platform Installation – January 2012 to July 2012**
 - January 2012 - Launch micro site with minimal pertinent information, since it will be early in the process.
 - June 2012 – Populate micro site with fully fleshed out material noted below
 - Project Description/scope
 - Hours of work
 - Diversion information
 - Map of work area
 - Progress updates
 - Customer/community impacts
 - Noise mitigation information
 - Project Benefits
 - Local jobs information
 - Important contact information
 - July 2012 – Launch poster campaign on NJ TRANSIT, PATH and Ferries, encouraging the use of mass transit as an alternative to driving through the LT during work hours.
 - July 2012 – Launch media campaign which may include all or some of the following elements:
 - Toll Lane Posters
 - Print/Radio Ads
 - Billboard
 - Other agency Website links
 - Online Video showing project progress (possibly through contract with Sam Schwartz)
 - Celebrity spokesperson – Broadway jingle
- **Full New York-bound Helix Closure – August 2012 to September 2013 (partial closures ONLY November 15th to April 1st each year.)**
 - Weekdays – 10:30 pm to 5 am/Weekends – Sat. 12:01 am to 8 am – Sunday 1:00 am to 9 am
 - Two weeks in advance of start of work in 2012, begin the following outreach:
 - Tunnel and Bridge Alerts
 - Tunnel Radio
 - VMS
 - Links to other agency Web sites
 - Transcom Assistance
 - Message to car and limo drivers
- **Continue outreach through the first month of work, and during holidays. Monitor customer and community feedback for need of additional messaging.**

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MARKETING / ~~MEDIA~~

Website

Advertising/Paid Media

Messaging

Andrew Hawthorne, Audrey Mancher

~~MEDIA~~

Jamie Loftus/Steve Coleman

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 - NJ and NY electeds
 - Residents
 - Business Community
 - Sister Agencies
 - Quality of Life/Traffic Issues
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- MARKETING** Andrew Hawthorne, Audrey Mancher
 - Website
 - Advertising/Paid Media
 - Messaging

- MEDIA** Jamie Loftus/Steve Coleman

DRAFT

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Project Outline

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Need / Staging/Prelim Schedule/Impacts & Mitigations

Interagency Coordinator - NYDOJ - (South Malignant Project)

*add'l cap/facility maintenance work - scheduled.
PAPD intersection*

Communications & Outreach

GOCOR

Tina Lado, Bill Young

→ NJ/NY Electeds/Residents/Business Community/Sister Agencies

→ Quality of Life/Traffic Issues

*Inter City (NYDOJ)
CCT. BTH*

Prep meeting with Mayor Richard Turner, Mayor Brian Stack

Community Briefings

Senior NYC electeds

*Swann
CB.
Cooper
Quinn*

MEDIA

Jamie Loftus/Steve Coleman

MARKETING

Andrew Hawthorne, Audrey Mancher

- Adm*
- Customers*
- Community*
- Stakeholders*
- paid*

pre events

coordination

*② Regular progress meetings
during project duration*