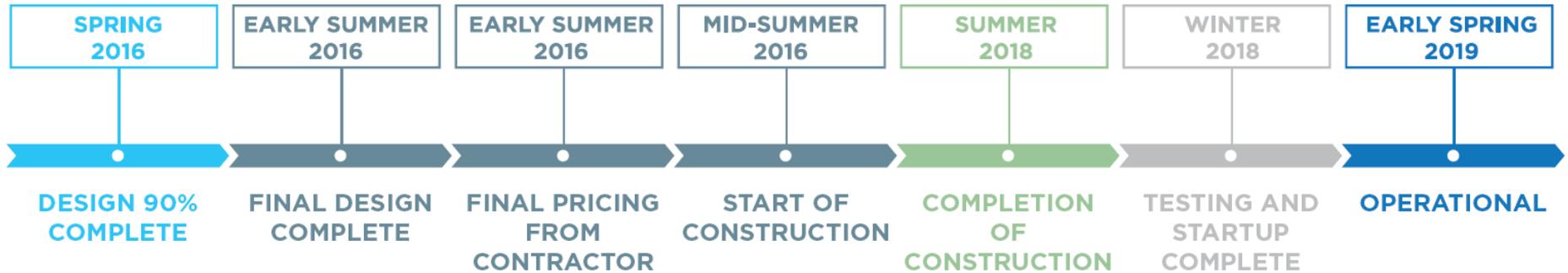


PROVO OREM
TRIP TRANSPORTATION
IMPROVEMENT PROJECT
SPRING 2016 PROJECT UPDATE



KEY MILESTONES



PUBLIC OPINION OF PROJECT BENEFITS

Benefits that resonate with citizens include:

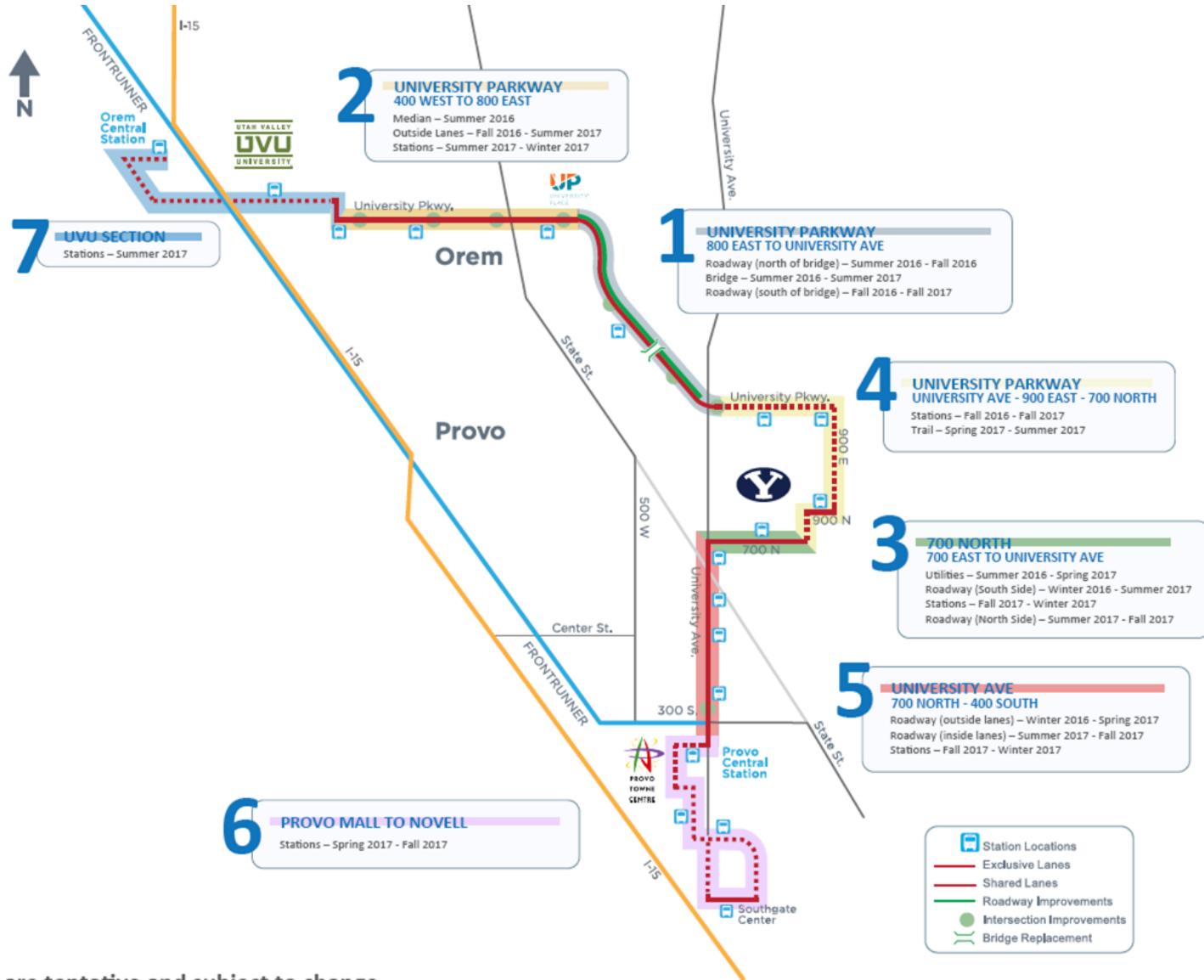
- **92%** believe project will **provide transportation for students & people without cars**
- **84%** believe project will **increase transportation choices** for local residents
- **79%** believe BRT will **provide reliable transit service**, shorter transit wait times & a convenient connection to FrontRunner
- **77%** believe **transit service is necessary to support a younger & growing population**
- **62%** believe **BRT will take cars off the road** & help reduce traffic congestion
- *Telephone survey of 405 Provo & Orem citizens, \pm 4.86% margin of error (October 2015)*
- *More information about the phone survey and in-person business meetings available upon request*

RULES OF THE ROAD

- **Maintain existing traffic lanes**
- **Ensure safe and efficient access**
- **Minimize impacts**
- **Develop mutually-beneficial solutions**



CONSTRUCTION PHASING



Construction sections overlap. Dates are tentative and subject to change.

COMMUNICATIONS PLAN

Audiences	Strategies	Tactics
Local Elected Officials & Staff	<ul style="list-style-type: none"> • Communicate project schedule, impacts & progress • Establish & maintain positive working relationships 	<ul style="list-style-type: none"> • Regular update meetings/presentations • Regular project update emails • Dedicated project team member • Communicate business promotion plan • Project information materials
Businesses	<ul style="list-style-type: none"> • Communicate project schedule, impacts & progress • Establish & maintain positive working relationships 	<ul style="list-style-type: none"> • Dedicated project team member (243 personal contacts to date plus in-depth meetings & business presentations) • Business promotion plan • Community Advisory Committee meetings • Weekly construction update emails • Project hotline • Project overview fact sheet & map • Project website
Orem & Provo Residents	<ul style="list-style-type: none"> • Communicate project benefits & vision • Communicate project schedule, impacts & progress 	<ul style="list-style-type: none"> • Dedicated project team member • Weekly construction update emails • Project hotline • Project overview fact sheet & map • Project website • Social media
Media	<ul style="list-style-type: none"> • Communicate project benefits & vision • Communicate project schedule, impacts & progress 	<ul style="list-style-type: none"> • Project overview fact sheet & map • Project website • Milestone events • Social media • News releases, media pitches

INTERLOCAL AGREEMENT

