
CHANGING INTERCHANGES EDUCATING HOOSIERS ON ALTERNATIVE DESIGNS

Purdue Road School

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C2: WHO WE ARE

WHO WE ARE AND WHAT WE DO



C2 STRATEGIC
COMMUNICATIONS

WHO WE ARE



Offices in Louisville, Lexington and Indianapolis

- Battle-tested communicators
- Decades of on-the-ground experience in newsrooms, government and business
- Focus on successful communications strategies
- Communications counsel and services for projects across the transportation industry
- **You build infrastructure. We build understanding.**



WHO WE ARE



WHAT WE DO



**Strategic
Planning**



**Media
Relations**



**Public
Involvement**



**Virtual
Outreach**



**Crisis
Communications**



**Marketing and
Advertising**



**Social and
Digital Media**



**Graphic Design
and Branding**



**Photo and
Video**



**Event
Planning**



**Research and
Analytics**



**Web Design and
Development**



PROJECT EXPERIENCE



ACCESS TO SAFE MOBILITY

INTERSECTIONS AND INTERCHANGES



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ROADWAY SAFETY



Engineering



Education

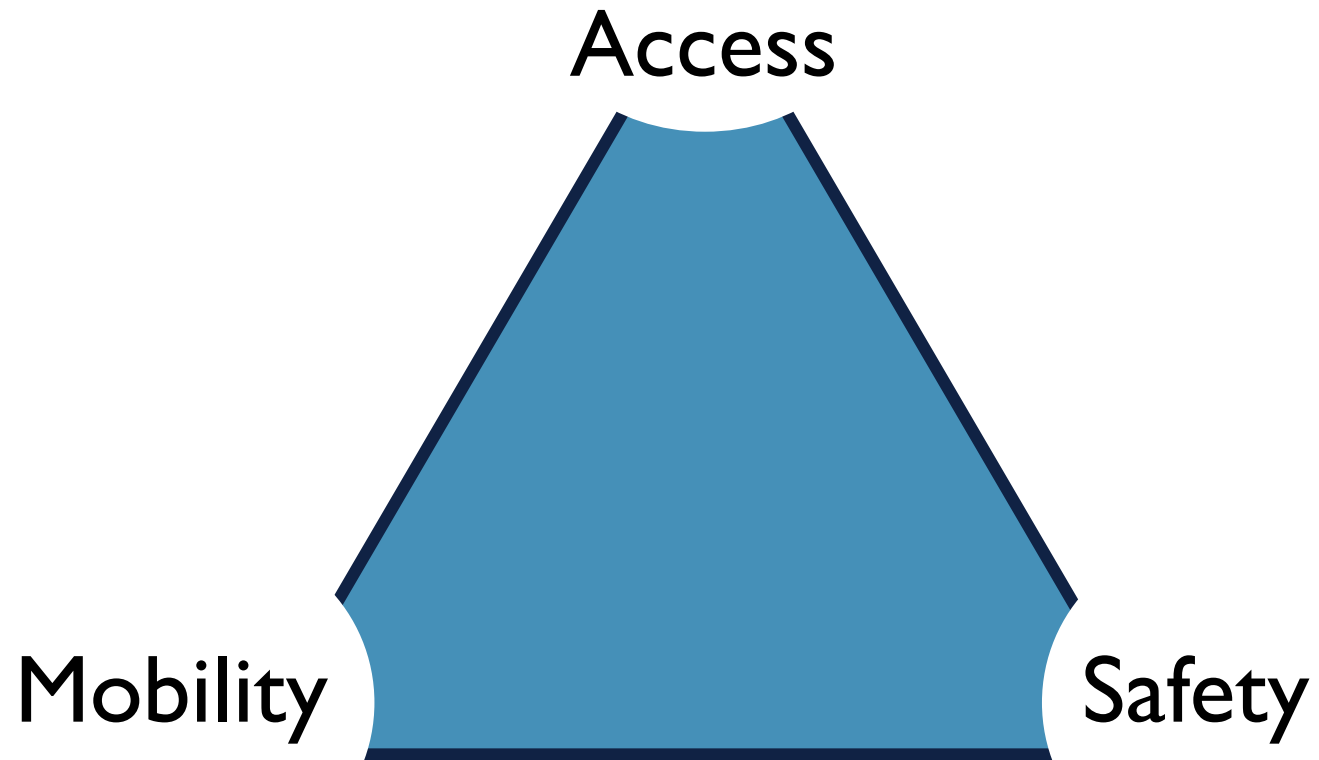


Enforcement



Emergency
Response

INTERSECTION ENGINEERING



DESIGN OPTIONS

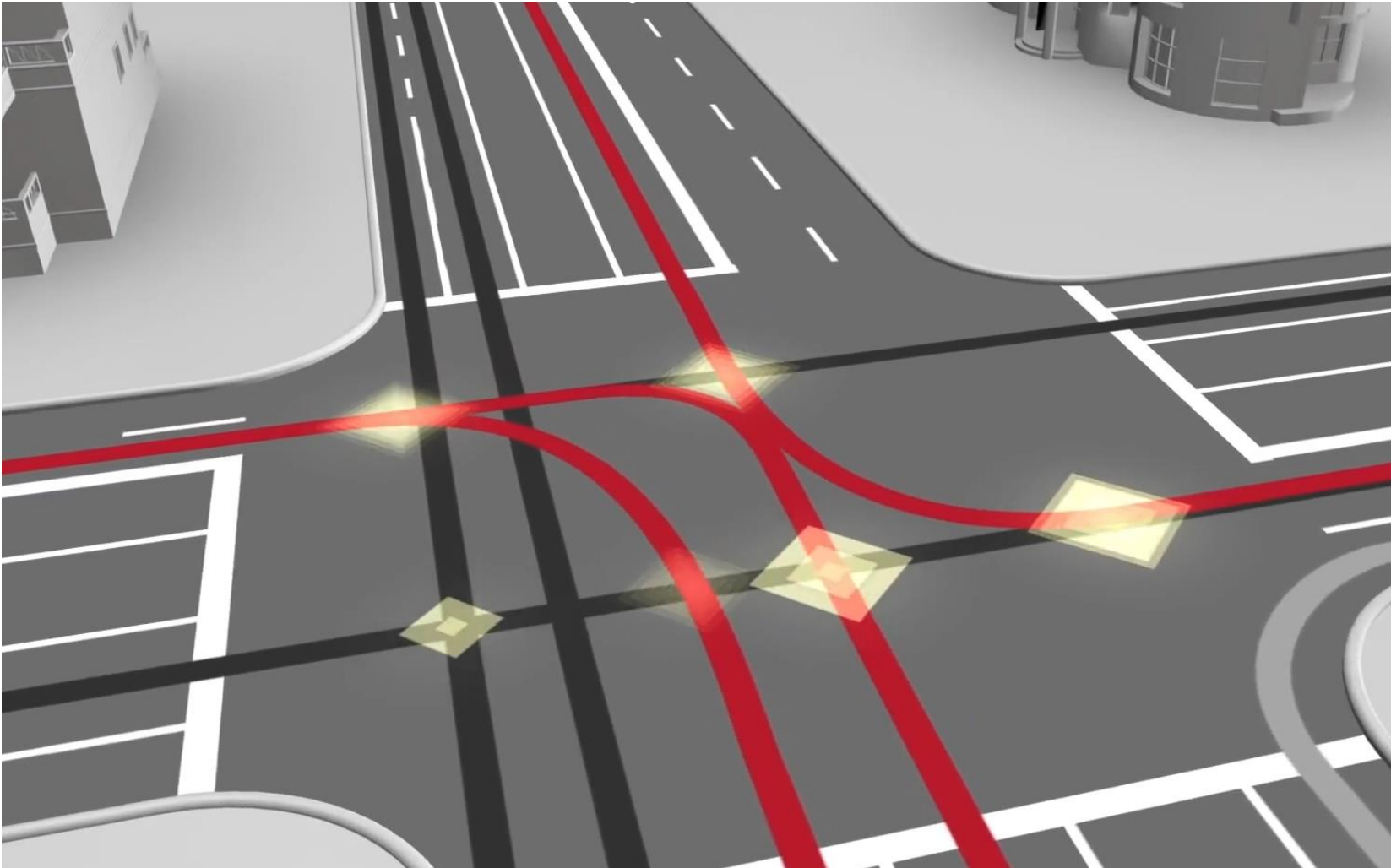
Intersections

- Stop sign
- Traffic signal
- Reduced Conflict
- Roundabout
- Displaced Left

Interchanges

- Diamond
- Cloverleaf
- Single Point Urban
- Roundabout
- Diverging Diamond

CONVENTIONAL DESIGNS



- Traffic flow
- Potential conflict points
- “Green time” for left turns

CHANGE MANAGEMENT

- Hoosiers on change
- Been done before
- What are best practices?



COMMON CONCERNS



- Large loads
- Emergency responders
- Slow-moving vehicles
- Business access
- Legal U-turns
- Long-term solution

WHAT NOT TO DO



Walker Construction

April 24, 2021 · 🌐



ROUNDAABOUT US-60/KY-801

A video on how NOT to use the new mini-roundabout at US-60/KY-801 on the Bath-Rowan county line; her...

See more

😂👍😱 524

409 Comments 359K Views



Like



Comment



Share



Comments

Hide

Most relevant ▼



Author

Walker Construction

DISCLAIMER: TRAFFIC WAS BEING FLAGGED AT THE TIME THE VIDEO WAS TAKEN.





I-69 FINISH LINE

New Roundabouts

ALTERNATIVE INTERSECTIONS

HOW DO WE TALK ABOUT THEM?



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WHAT'S IN A NAME?



- Median U-Turns
- Reduced Conflict Intersection
- Boulevard Left Turn
- Michigan Left
- J-Turns
- RCUT (Restricted Crossing U-Turn)
- Displaced Left Turn
- Continuous Flow Intersection

WHAT DOES IT MEAN TO THE AVERAGE MOTORIST?

HOW TO TALK ABOUT ALTERNATIVE INTERSECTIONS

- Agree on terminology and stick to it
- Explain, explain, explain
- What are you doing and why?
- What can people expect?
- Use visuals!



FRAME THE DISCUSSION: THE BENEFITS

- Fewer conflict points
- Improved safety
- Increased efficiency
- Improved traffic flow
- Maintained accessibility

THE IDEA IS SIMPLE: ORGANIZE TRAFFIC TO IMPROVE FLOW AND SAFETY

THIS IS DONE BY REMOVING LEFT TURNS FROM THE MAIN INTERSECTION.



Reduced Conflict Intersection in Spencer County

There haven't been any serious accidents at that intersection.
It really did the trick for what the state designed it to do.

- Spencer County Sheriff Jim McDurmon



THE LLOYD4U

Alternative Intersections
An Innovative Approach



THE
LLOYD4U

Making the Lloyd Work for You

Mayor Winnecke on TheLloyd4U

GAUGING OPINIONS

WHAT DO PEOPLE THINK OF ALTERNATIVE INTERSECTIONS



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MEDIAN U-TURNS IN LAWRENCE COUNTY

- High crash rates in Lawrence County
- Public input needed from motorists using State Road 37
- Alternative intersections are relatively new those drivers
- Gauge of public perception needed to inform improvements
 - Drivers along SR 37
 - Drivers using alternative intersections in Spencer/Knox counties



MEDIAN U-TURNS: SOLICITING PUBLIC INPUT

- Online questionnaire targeted to area drivers
- Input from SR 37 drivers to determine safety perceptions, current conditions
- Alternative intersection input from Spencer, Knox county drivers
- Feedback informs road improvements to improve safety, increase traffic flow



 **SHARE YOUR THOUGHTS.**

We want to hear from drivers in the area.



 **DRIVERS IN BEDFORD:**

 **SHARE YOUR THOUGHTS.**

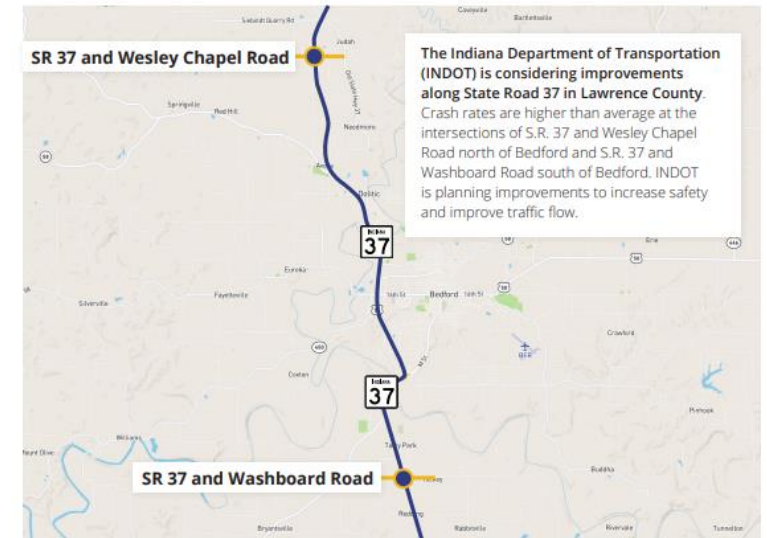
Short Online Questionnaire Available



  **LAWRENCE COUNTY MOTORISTS**

LIVE, WORK, OR COMMUTE ALONG SR 37 IN BEDFORD?
We want your feedback on possible road improvements.

bit.ly/SR37-Improvements



SR 37 and Wesley Chapel Road

The Indiana Department of Transportation (INDOT) is considering improvements along State Road 37 in Lawrence County. Crash rates are higher than average at the intersections of S.R. 37 and Wesley Chapel Road north of Bedford and S.R. 37 and Washboard Road south of Bedford. INDOT is planning improvements to increase safety and improve traffic flow.

SR 37 and Washboard Road

The project team wants to hear from you.
Please take a few minutes to provide your valuable feedback.

Use your phone to scan the QR code.

 [INDOTVincennesDistrict](#)  [INDOTSouthwest](#)

Contact Information

 855-INDOT4U / 855-463-6848  [INDOT4U.com](#)  INDOT@indot.in.gov



MEDIAN U-TURNS: ONLINE QUESTIONNAIRE

- Questionnaire takes less than 3 minutes
 - SR 37 drivers asked perceptions of safety, road needs
 - Lawrence/Knox drivers asked about area alternative intersections
- Low cost, targeted online ads boosts responses



**LAWRENCE
COUNTY DRIVERS:**



**TELL US WHAT
YOU THINK.**

It only takes a few minutes.

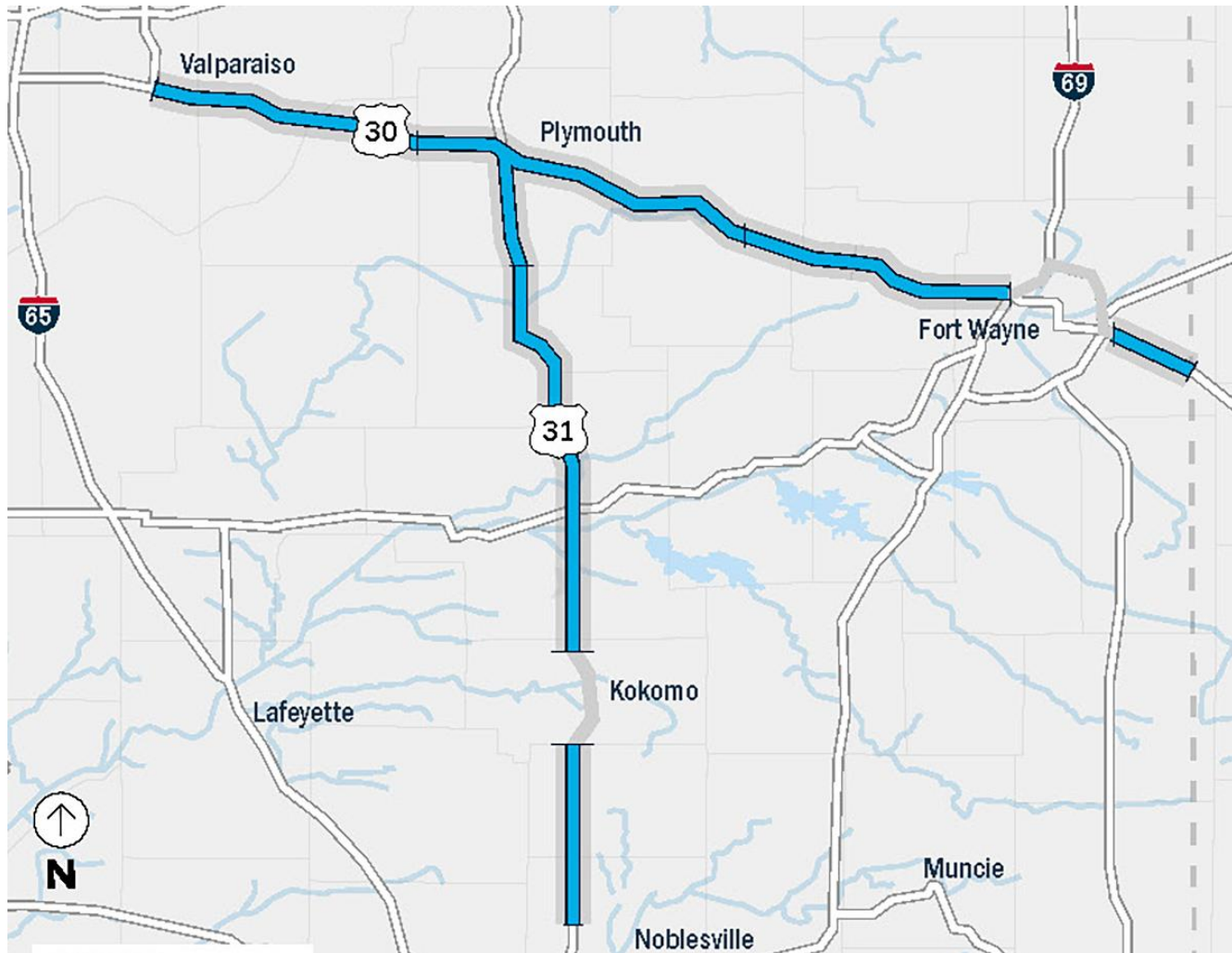
MORE EXAMPLES

TIPS TO TAKE WITH YOU



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PLANNING AND ENVIRONMENTAL LINKAGES



- Upcoming for US 30 and 31 in Northern Indiana
- Existing intersections and interchanges
- Interest from elected leaders

INTERACTIVE DRIVER EDUCATION



- Print with signs on billboard vinyl floormat
- Drive golf carts through scaled design in field
- Virtual and augmented reality

SUMMARY

- Driver education
- Simple, consistent language
- Video and visuals
- Listen to what the public says
- Address any misconceptions
- Credible local spokespeople
- “Test-drive” opportunities



QUESTIONS & ANSWERS



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