



# Around the Airport


## Highway 5 Construction Update

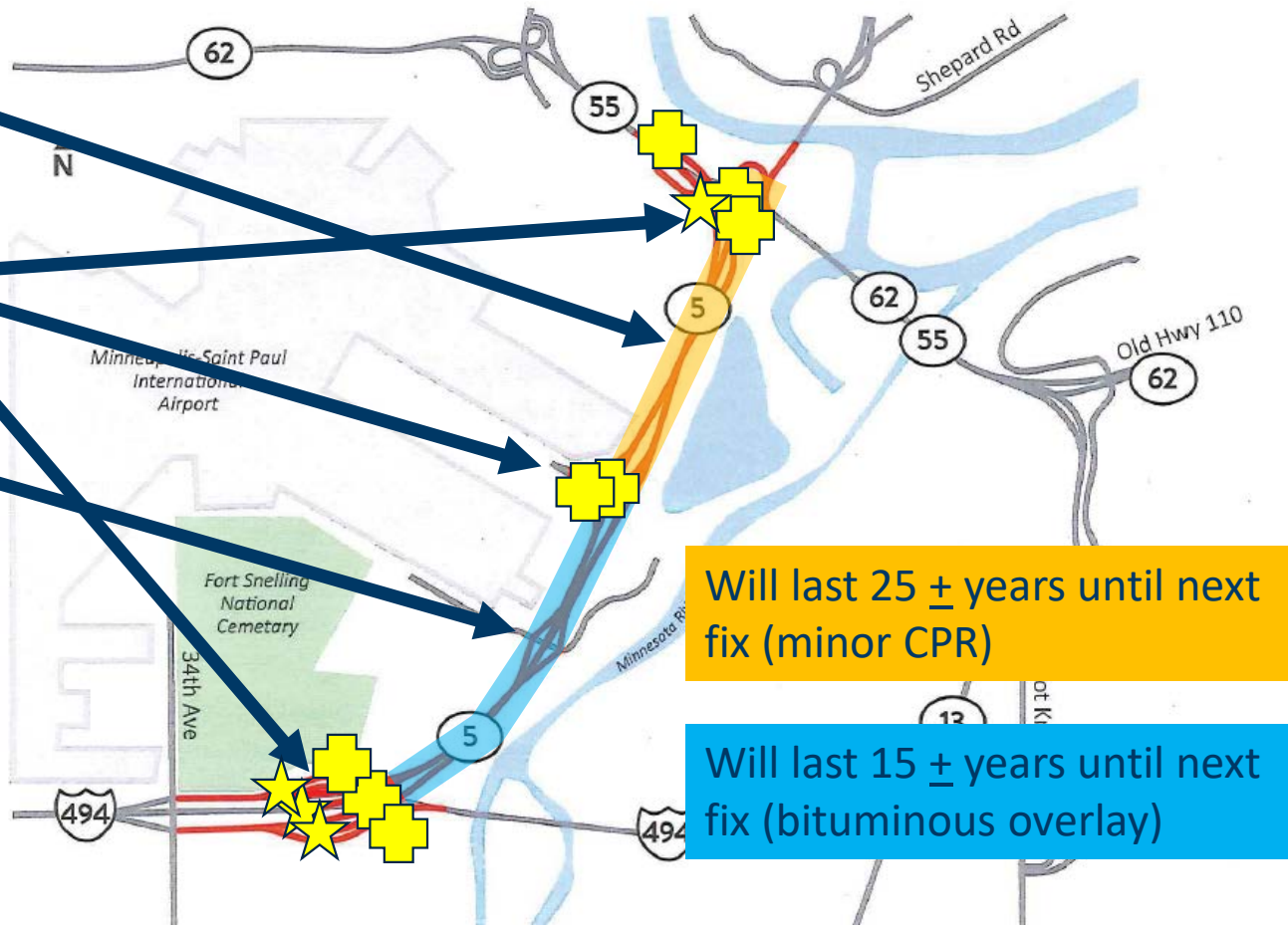
# Project Scope

Concrete overlay or reconstruction

Bridge Repair/Redeck

Concrete pavement repair

-  Concrete overlay or reconstruction
-  Bridge re-deck
-  Bridge repair
-  Concrete pavement repair



Will last 25 ± years until next fix (minor CPR)

Will last 15 ± years until next fix (bituminous overlay)

# Project staging and detours

Stage 1  
April to July 2020

EB Highway 5 Closed

2020						
A	M	J	J	A	S	O
1	2	3				

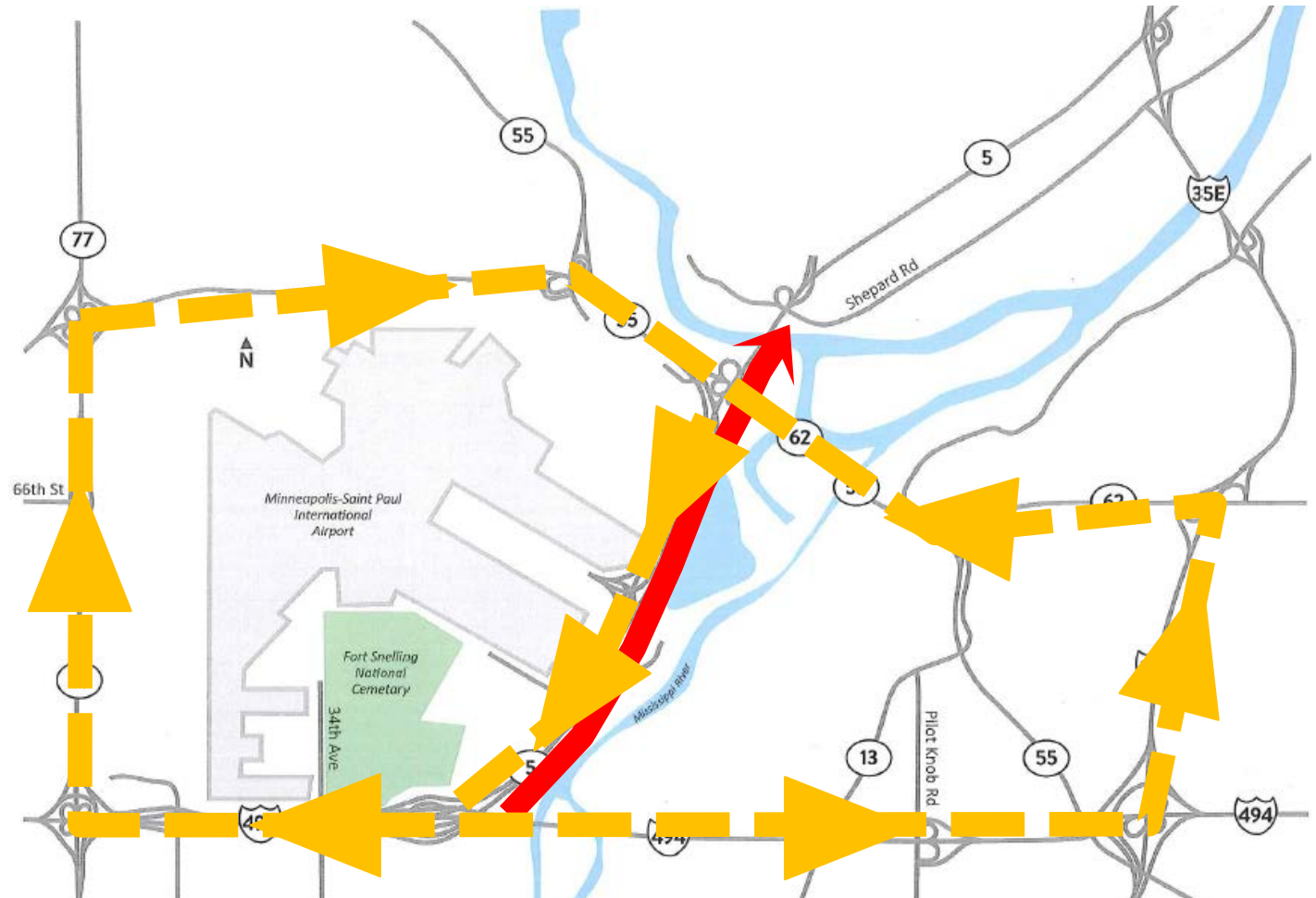


# Project staging and detours

Stage 1  
April to July 2020

EB Highway 5 Closed

Detour routes



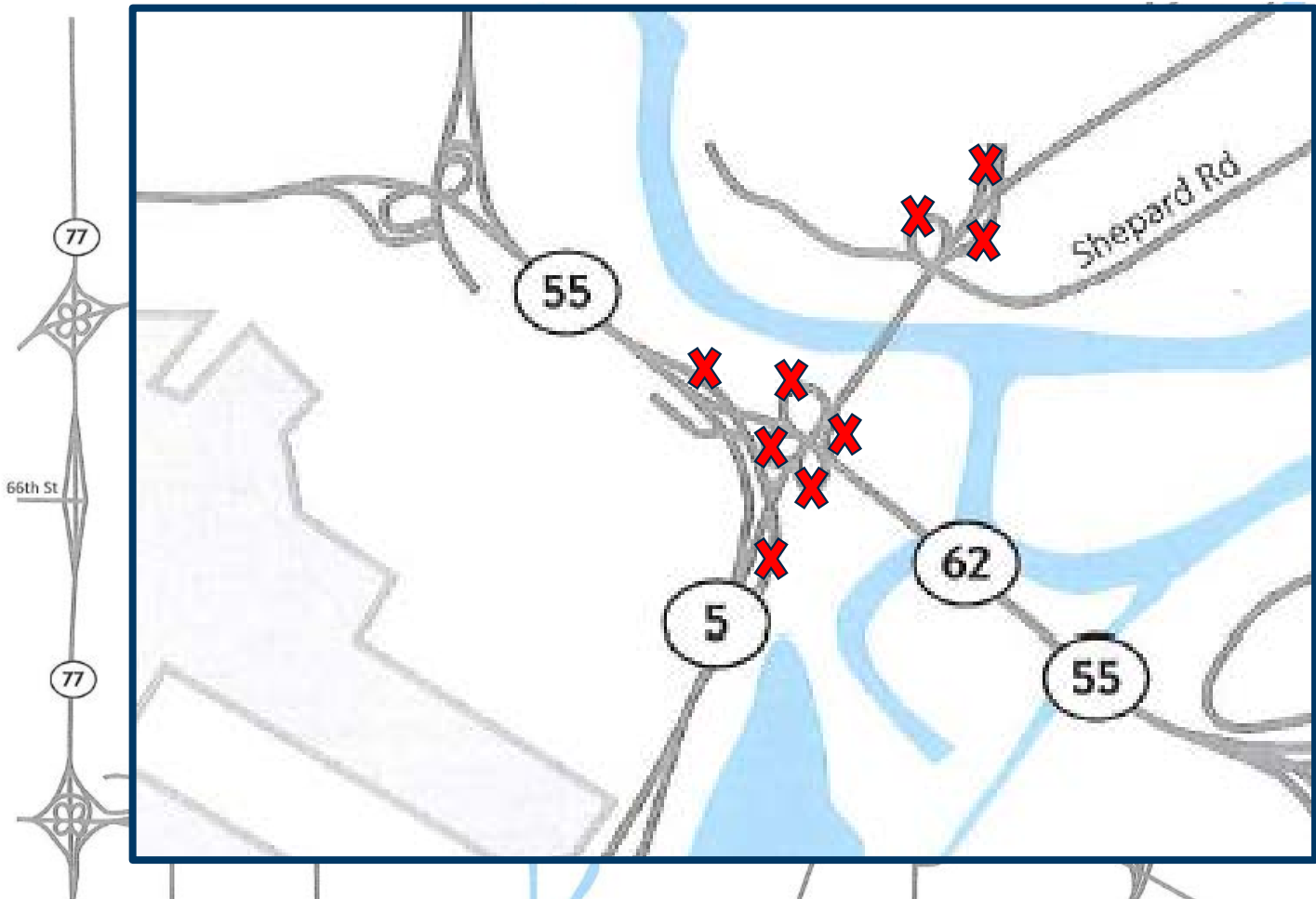
# Project staging and detours

Stage 2  
July to August 2020

EB Highway 5 Closed

Partial closure of Hwy 5  
and Hwy 62 interchange

2020						
A	M	J	J	A	S	O
1			2			3



# Project staging and detours

Stage 3  
August to October 2020

WB Highway 5 Closed

WB 494 to 34<sup>th</sup> Ave Closed

2020						
A	M	J	J	A	S	O
1	2	3				







# COMMUNICATION GOALS

- Reach as many people as possible within a six-hour radius of the MSP Airport.
- Communicate early and often so people are aware of construction well before they travel.
- Keep people informed of detours and delays so they can understand the impacts to their trip and plan accordingly.
- Create easy-to-use tools to help people prepare for what they may encounter while on the road.



- AroundtheAirport.com
- Email updates
- Airline information
- Partner communications
- Business communications
- Paid advertising
- Media coverage
- Social media
- Highway signage
- Neighborhood outreach/  
presentations



# KEY AUDIENCES

- Local governments
- Air travelers
- Airport employees and functions (including EMS)
- Visitors (travel agencies, hotels, chambers of commerce, convention & visitors bureaus)
- Large employers
- Area businesses
- Commuters
- Transit riders
- Nearby neighborhoods
- Destinations



# Update on project timeline

- Press Conference – held March 10
- Advertising campaign launched – started March 9
- Website launch – started week of March 9
- Start of prep work – March 23
- Start of directional closures – Early April
- Social media toolkit