

Sample messaging

The following samples may be helpful if you need information for employee e-mails, newsletters or fliers. Samples are available for download on the project Web site www.wsdot.wa.gov/Projects/i5/SpokaneStreet-BridgeRepair.

Sample newsletter or e-mail message:

WSDOT Announces Major I-5 Rehab Project in Seattle; Plan Ahead for I-5 Lane Closures and City Street Backups in August

The Washington State Department of Transportation will complete a major rehabilitation of the I-5 bridge between Spokane Street and the I-90 interchange this summer. This construction will significantly affect traffic near downtown Seattle, particularly during 19 continuous days of intense construction from Aug. 10-29 when crews will close several lanes of northbound I-5 at all times, including workdays, leaving only approximately half of the lanes open to traffic.

The northbound I-5 lane closures will push traffic onto other routes, including city streets in Georgetown, SODO, Rainier Valley and Beacon Hill. WSDOT anticipates I-405 and State Route 99 will be popular freeway alternates. Trucks will be encouraged to use I-405, East Marginal Way South and Airport Way South. Lengthy backups and significant delays are expected.

Drivers and bus, carpool, vanpool and train riders are encouraged to visit WSDOT's Web site to learn more about the project and what they can do to prepare: www.wsdot.wa.gov/Projects/i5/SpokaneStreet-BridgeRepair.

Sample of letter or e-mail to employees from manager or CEO:

As major construction on Interstate 5 in downtown Seattle draws near, it's time for managers and employees to start making plans. From Aug. 10-29 you should expect lengthy backups and significant delays on northbound I-5 near downtown.

Washington State Department of Transportation crews will pave more than one mile of northbound Interstate 5 and replace failing bridge expansion joints between Spokane Street and I-90 this summer. These repairs will significantly affect I-5 drivers and bus, carpool, vanpool and train riders, particularly during 19 continuous days of intense construction from Aug. 10 to Aug. 29 when crews will close several lanes of northbound I-5 at all times, leaving only approximately half of the lanes open to workday traffic.

Who will be affected?

Commuters who live south of the project will not only face major congestion on I-5, but will also see increased traffic on alternate routes, including I-405, State Route 99 and city streets in Georgetown, SODO, Rainier Valley and Beacon Hill.

What can we do to prepare?

Employees and their managers have several options to help ease their commutes this August:

- Commuting by carpool or vanpool
- Riding the bus or train

- Arranging to work from home or another alternate worksite
- Altering work schedules to come in earlier or later than normal
- Using alternate routes
- Planning vacations between Aug. 10-29

Where can employees find information about commute options?

Employees and managers can find a variety of information about commute options at www.wsdot.wa.gov/Projects/I5/SpokaneStreetBridgeRepair/CommuteOptions.htm.

What alternate routes should be used?

Visit www.wsdot.wa.gov/Projects/I5/SpokaneStreetBridgeRepair to learn about alternate routes, obtain route maps and get the latest information about the project. You can also sign up for e-mail updates about the project at www.wsdot.wa.gov/Northwest/EmailUpdates.htm.

The above letter is an example of messaging employees and managers may find helpful in planning for the Aug. 10-29 northbound lane closures.

Some other questions your organization may consider answering in this type of letter:

- Who can work from home or another worksite?
- What alternate worksites are available?
- Are managers required to let their employees change their worksite or work schedule?
- Are union employees eligible to work from a different site or adjust their schedules?

For assistance crafting further messaging about the I-5 Spokane Street to I-90 Bridge Repair project to share within your organization, please contact Greg Phipps (206-440-4702) or Erin Stuber (206-440-4704) with the WSDOT Communications Team.