

Public Communication Efforts



TravelWise

Carpool/Vanpool

e-Travel

Transit

Teleworking

Trip Chaining



TravelWise Public Outreach

Paid media

TravelWise Public Outreach

Earned media



KNOW WHERE
KNOW WHY

UDOT.UTAH.GOV



2012 Efforts

Projects – 200+

- 10th West
- Bangerter
- I-15 CORE
- SR-92
- Dixie Drive Interchange

B FRIDAY APRIL 6, 2012 DESERET NEWS

PARK CITY MAN DIES IN DIRT BIKE CRASH IN NORTH S.L. MOUNTAIN 84

NEW INFORMATION MAY LINK STEVEN POWELL TO DISAPPEARANCE OF SUSAN 82

local



New 'Mom' could use a little help

SALINA, Sevier County —

BACK IN HD game warden says, Fred Peterson, 56, was called a lot of things other than his own name. But he never heard the one they're calling him now.

Mom.

That's what you get when you buy one of Utah's oldest and most iconic restaurants.

The ownership of a what's 30 years ago, Fred, freshly retired with a nice pension after a 30-year career working as a conservation officer for the Division of Wildlife Resources, pulled out his checkbook and put a down payment on the historic Mount Cain.

He bought it from the late Carolyn Jensen, aka "Mom," who had owned the restaurant with her husband, Mel, since 1973. Before that, another Mount owned it, and that was after the original Mount opened the doors in 1908.

Mom's Cafe on the corner of State and Main has been a Salina institution almost as long as Salina has been an institution.

But in 2008, Carolyn was in her 7th and ready for a rest. One day, she was sitting at the desk she kept in the back of the restaurant when Fred was at a nearby table with friends dining in color — a not uncommon thing for Fred to do.

"Why don't you buy this cafe?" Carolyn asked Fred, knowing the



Construction at Bangerter Highway and 7800 South continues on Thursday. This summer will be one of the busiest for road repairs in Utah's history.

The year of the orange barrel

BY HUNTER SCHWARTZ

SOUTH JORDAN — Motorists traveling east on Daybreak View Parkway near Horizon High School pass signs warning of construction, but on Thursday afternoon, only a few construction workers and trucks are visible.

Many of the incidents at the 10-lane apartment complex across the street aren't even some what is being built there.

It won't be that way for long. The site is one of more than 200 projects the Utah Department of Transportation will be working on for the rest of the year, a record

to allow materials to pass down streets, while in Ogden, lanes will be shifted and closed on U.S. 89 to make the roadway.

John Njord, UDOT's executive director, said the goal with all the projects is to minimize the inconvenience for drivers.

"We know where we're here, we're impacting people's lives," he said. "We're finding ways we can minimize our impact."

UDOT hopes the guide to the 20 most significant projects, available at utah.gov, will be able to inform drivers so they can plan ahead or avoid construction areas all together.

Utah County, the most of any county that starts on I-15 from 19000 South to 800 North will experience lane restrictions, reduced speeds and many closures this summer, and in a project titled "Stanger 215," a grade-separated interchange and new pedestrian bridge are being added at 7800 South and 12400 South.

In Utah County, work will be done on I-15 from Lehi to Spanish Fork that will expand the freeway by two lanes and replace or restore 43 bridges.

"Generally, our drivers out there are not looking forward to driving in construction zones," Njord said.

Caution: Roadwork ahead – lots of it

Transportation » UDOT expects to finish more projects than ever.

By LEE DAVIDSON
The Salt Lake Tribune

Think of the busiest road construction year in memory. Guess what? The state will be doing even more this summer.

"This is a really big construction year for us. We're going to

be completing more projects this year than we ever have before in terms of volume and size," said John Njord, executive director of the Utah Department of Transportation.

"With completion of these projects, you'll see less of us out there in future years," he said about finishing such big multi-year projects as reconstruction of Interstate 15 in Utah County and finishing the first phase of the new Mountain View

Corridor in western Salt Lake County. "We're going to have a lot of great products when we're complete."

UDOT is releasing on Thursday its guide for summer construction to help motorists plan trips and know where to expect delays. A copy is available online at strib.com, listing the top 20 projects affecting traffic this summer.

Overall, Njord said, UDOT



FRANCISCO KJOLSETH | The Salt Lake Tribune

Utah motorists can expect more traffic snarls this summer as crews wrap up work on the Interstate 15 rebuild in Utah County.

2012 Construction Kick-off

Tourism Outreach

22 Million visitors to Utah last year

“We’ve come to rely on Know Where Know Why to better serve our guests every day. The weekly updates are invaluable.”

- front desk manager at
Premier Resorts in Park City



TRAFFIC CONCIERGE

Utah Construction Update: Aug. 11, 2011

I-80, Summit Park
In Parley's Canyon, eastbound I-80 at Summit Park will close for a bridge move Saturday, Aug. 13, at 10 p.m. through Sunday, Aug. 14, at noon. Lane restrictions will begin at 10 a.m. to prepare for the closure. Drivers are advised use alternate routes including I-84 through Ogden or US-40 through Provo Canyon.

Timpanogas Highway at I-15
The Alpine/Highland interchange will have the north side of the interchange (SB off-ramp and NB on-ramp) close Friday from 9 p.m. to 8 a.m. The south side of the interchange (SB on-ramp and NB off-ramp) and Timpanogas Highway under I-15 will close from Saturday, at 8 a.m. to Monday at 6 a.m. During the closures, the Alpine/Highland interchange will be converted into Utah's second diverging diamond intersection (DDI). Six-week single-lane restrictions will continue for crews to complete work.

I-15, Lehi Main Street
One far right lane of southbound I-15 will be restricted between the on- and off-ramps at Lehi Main Street starting as early as Wednesday, Aug. 17, for the next few weeks. Drivers not exiting at these interchanges must use the three left lanes. The lane restriction will allow crews to continue laying concrete pavement on the on- and off-ramps.

I-80 and I-215 Ramps, Salt Lake City
The ramps from I-80 and Redwood Road to northbound I-215 will close Friday at 6 p.m. In addition, the ramps from southbound I-215 to eastbound and westbound I-80 will close. The ramps will remain closed from Friday night until Sunday morning. Drivers are advised to use I-15 as an alternate route.

I-15, Utah County Line to Draper
I-15 in both directions from the Utah County line to 12300 South in Draper continues to have nighttime restrictions. Drivers are advised to plan for extra travel time in this area.

Receive regular updates to your mobile phone by texting "udot" to 53535. (Standard texting fees apply)

For more info, go to Know Where Know What at www.udot.utah.gov

ABOUT TRAFFIC CONCIERGE

The Traffic Concierge is provided as a free public service by the Utah Department of Transportation. Each hotel and motel on the distribution list was individually contacted regarding the program and to verify information.

2012 Media Coverage

862 Stories



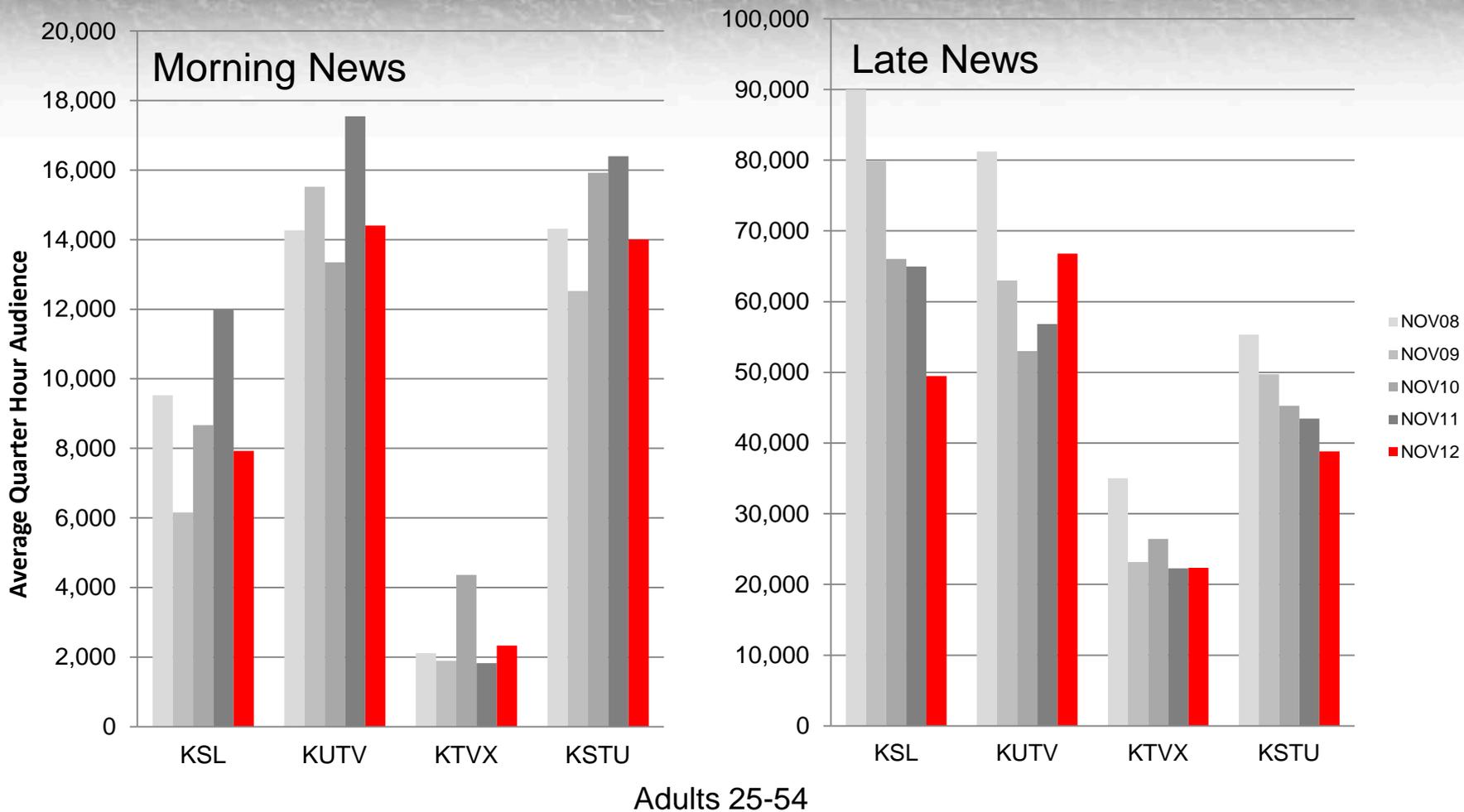
2012 Media Coverage

862 Stories

Current State of Media



TV News Ratings



Reaching Today's Media

News
Releases



Tweets/blogs

Press
Conferences



Briefings

Editorial
Board

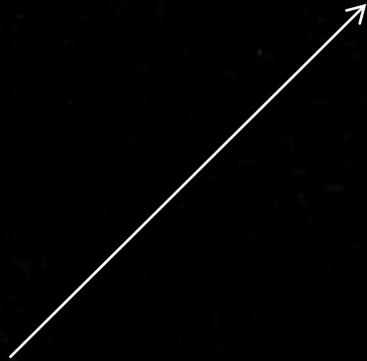


Desk-Side
Briefings

Next Year



Public



UDOT Traffic



**KNOW WHERE
KNOW WHY**

UDOT.UTAH.GOV



Public

UDOT Traffic

Crashes

Fire

Air Quality

Special Events

Weather



Public

UDOT Traffic

Crashes

Fire

Air Quality

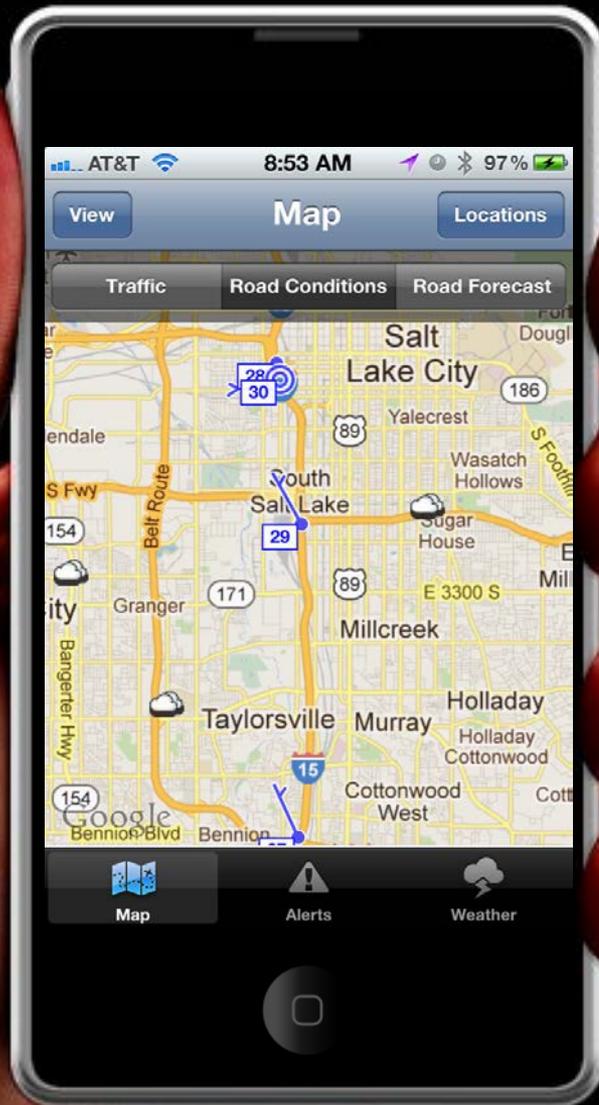
Construction

Weather

Special Events



UDOT Traffic app



- 138,000 downloads since launch
- App available for iPhone and Android
- 2013 Goal: 200,000 downloads



Public Communication Efforts

