



Main Street Rehabilitation and Pedestrian Improvements Progress Report (April through July 2019)

INTRODUCTION: Main Street in Newark is the primary one-mile long thoroughfare through the heart of downtown Newark’s business district that includes a mixture of restaurants and shops that are a destination for thousands of students who attend the University of Delaware as well as Newark’s surrounding communities. DelDOT has been performing maintenance activities including roadway patching, curb ramp upgrades, and resurfacing over the course of many years. However, the condition of the roadway had deteriorated to a point that major repairs were needed to ensure the roadway continues to perform far into the future. DelDOT collaborated with the City of Newark due develop the Main Street Newark Rehabilitation and Pedestrian Improvements project that includes full roadway reconstruction, drainage improvements, ADA compliant curb ramps, traffic and pedestrian signal improvements, and City of Newark waterline upgrades between Library Avenue and South Main Street.

PROJECT DATA:

Contractor	A-Del Construction
Contract Award Value	\$11.787 million
Contract Duration (A+B Bid)	431 Calendar Days
Start Date	April 1, 2019
Completion Date	June 4, 2020
Number of Construction Phases	16 (10 major/6 sub-phases for intersection work)

PROJECT STATUS:

STATUS	# of Phases	DESCRIPTION	PROJECTED START	PROJECTED COMPLETION
Completed	8	5 major (1, 2, 3B, 4A, 9), 3 minor (3A, 3C, 7B)	NA	NA
Under Construction	4	3 major (4B, west ½ of 5, 8), 1 minor (7A)	NA	5 (west ½) – Aug 2019 7A – Aug 2019 4B – Mid-Sept 2019
Remaining	4	3 major (east ½ of 5, 6, 10), 1 minor (4C)	4C – late Aug 2019 5(east ½) – mid Sept. 6 – Nov 2019 10 – Spring 2020	4C – late Aug 2019 5(east ½) – Nov 2019 6 – April 2020





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Main Street Newark Rehabilitation & Pedestrian Improvements



Anticipated Construction Areas
April & May 2019



Main Street Newark Rehabilitation & Pedestrian Improvements



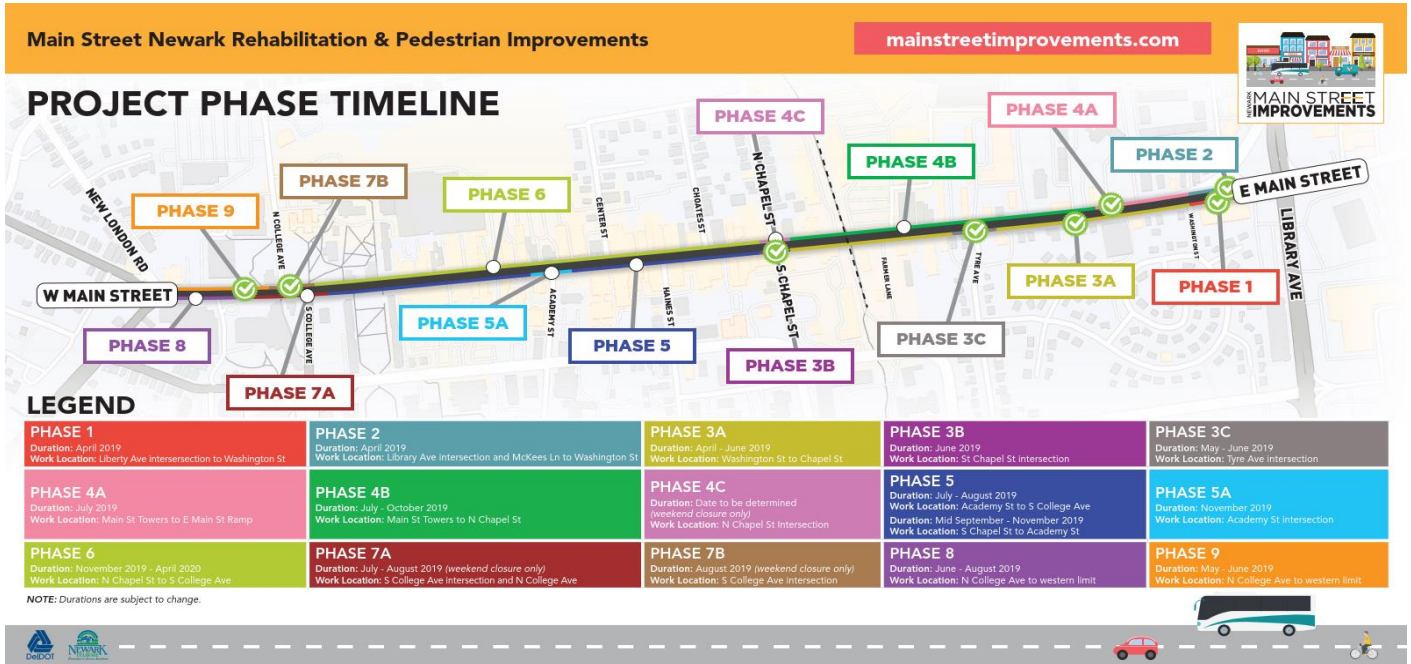
Anticipated Construction Areas
July & August 2019





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PROJECT SCHEDULE:

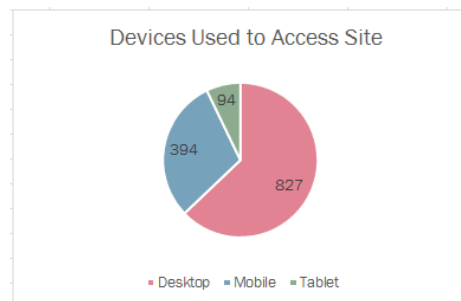
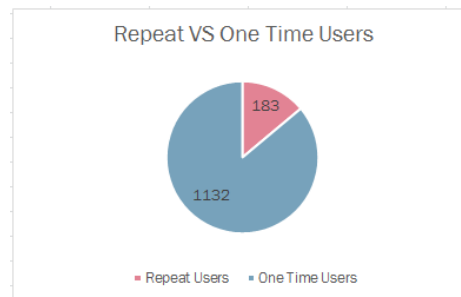


PUBLIC OUTREACH:

Website: A project specific website was developed for the project, mainstreetimprovements.com

- Updated weekly with construction activity status and location, special notifications (road closures, night work, etc.)
- Provides information on designated delivery zones, project phasing and proposed schedule

Weekly Visit Counts		
Week #	Date	Total Visits
1	4/8/2018	290
2	4/15/2019	364
3	4/22/2019	100
4	4/29/2019	107
5	5/6/2019	138
6	5/13/2019	49
7	5/20/2019	91
8	5/27/2019	98
9	6/3/2019	85
10	6/10/2019	69
11	6/17/2019	73
12	6/24/2019	102
13	7/1/2019	179
14	7/8/2019	39
Total		1784





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Business Owner Meetings: Monthly meetings with business owners are scheduled for the duration of the project.

- 3 held to date (May 8 (11 attendees), June 20 (5 attendees), July 25 (5 attendees))
- Agenda: DeIDOT provides construction status update; businesses ask questions (could be specific concerns or overall project concerns), DeIDOT solicits input as to how communication is going, what additional could be done etc.
- General feedback from the various attendees is that the project communication is good and the businesses have been kept informed of activity
- Businesses are encouraged to get the word out via their own social media or email lists

Economic Enhancement Committee: The Newark business community has an Economic Enhancement Committee that meets monthly. AECOM and its sub-consultant Remline attended the July meeting to discuss marketing outreach (radio advertisement) that is in the Main Street project budget and social media outreach that the committee and its members could do. Remline provided draft copy for the radio ads to the committee for their comment., and we are scheduling the advertisements for August and around the holidays in November/December 2019.

Radio Spots: Radio spots will run freestanding and with the morning and evening TrafficWatch announcements on WDEL, WSTW and WXCY. The freestanding spots will be whatever copy we decide on with the businesses, and the TrafficWatch announcements would have a layout like this: the TrafficWatch announcements would have a layout like this:

1. Sponsor ID: "This TrafficWatch report is sponsored by Newark Main Street Improvements Project"
2. The full Traffic Announcement
3. The copy we develop with the business owners

We are scheduling the advertisements for August and around the holidays in November/December 2019. Each weekly package includes:

- 20 TrafficWatch Reports on WDEL
- 20 TrafficWatch Reports on WSTW
- 10 TrafficWatch Reports on WXCY
- 20 anytime 30-second commercial announcements on WDEL and WSTW (10 per station)
- 10 60-second announcements during commute hours on WXCY
- 5 anytime 30-second comment announcements on WXCY
- 40 streaming announcements on WDEL.com and on WSTW.com (20 per site)
- 10 streaming announcements on WXCY.com
- Month- long banner ads on WDEL.com, WSTW.com and WXCY.com

Targeted Outreach: Businesses, legislators, City of Newark, University of Delaware, etc. are notified of localized impacts such as driveway closures or obstructions, utility impacts, nightwork, using a combination of contractor personnel and the AECOM construction liaison. The City of Newark will re-direct calls and emails to AECOM when appropriate, and many business owners directly email or call AECOM with questions or concerns.

We also plan to display the Project Phase Timeline in the City of Newark Municipal Building, the Newark Public Library, and possibly Trabant Student Center. We will also provide this graphic as an 11x17 print out for businesses to post in their establishments.

