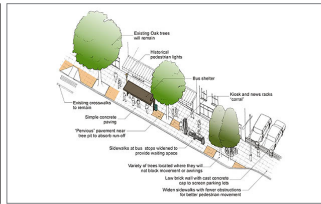


URBAN RELATIONS

SEATTLE DEPARTMENT OF TRANSPORTATION



Construction Impact Mitigation Liaison — 2001 through 2007

Rebuilding the Ave

Fremont Bridge Approach Project

Urban Relations (formerly called Muir Public Relations) has provided communication services to the Seattle Department of Transportation for two of its largest major projects in this period, the \$13 million renovation of University Way in the U District, and the \$42 million rebuild of the Fremont Bridge Approaches in Fremont. Urban Relations has over 15 years experience working directly with Seattle's urban neighborhoods, and proven abilities in communicating technical information to lay communities.

Community Construction Impact Mitigation Liaison for Rebuilding the Ave:

The Seattle Department of Transportation (SDOT) planned an extensive, 13-month renovation of University Way ("the Ave") in the University District. Urban Relations was hired to provide public relations, extensive community relations, major events creation and execution, and printed informational materials. Urban Relations staff was on the Ave every week, attending construction meetings and then hand-delivering a weekly newsletter to every business telling them exactly what was happening that week and what to expect in the weeks to come. Throughout the project, Urban Relations staff kept the community and city informed of each others concerns, brokered agreements that allowed the construction company more intrusive activities, and was credited with helping the project come in 3 months ahead of schedule and under budget. In his evaluation, SDOT Project Manager Rob Gorman rated the company 10 of 10 on all rated topics.

Community Construction Impact Mitigation Liaison Fremont Bridge Approach:

Results were so positive on the University District project that SDOT hired Urban Relations in the same role for the \$37 million Fremont Bridge Approach project, under construction for 18 months, from 2006 to 2007. Urban Relations was again responsible for bi-weekly hand-delivered and e-mailed updates, and repeatedly brokered agreements between community businesses and SDOT on project details. On one occasion a construction employee jack-hammered a 12 kV line, plunging 40,000 Fremont residents and central businesses into darkness, threatening PCC refrigerated and frozen food worth over \$100k, and crucial frozen scientific samples in the Paul Allen Brain lab. Urban Relations kept over 40 affected businesses informed on a 20 minute cycle for 4 hours, and helped secure dry ice for the lab to protect its experiments.

Overall, Urban Relations was credited with helping the project stay on schedule despite a 6-week construction slow-down due to concrete shortages, and received awards from the community for the outreach. In her evaluation, SDOT Project Manager Lorelei Williams rated the company 10 of 10 on all rated topics.