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City Council Meeting
November 16, 2020



AMERICAN
STRUCTUREPOINT
INC.



WELCOME

- Current Schedule
- Current Financial Status
- Estimates and Overages
- Cost Savings Pursuits
- Joint Hamilton Co and Fishers Marketing Program
- Q&A

100%

[illegible]

CURRENT FINANCIAL STATUS

- Current Funding:
 - \$12M Fishers
 - \$12M Hamilton County
 - \$100M INDOT
- Cost Reduction Efforts Ongoing:
 - INDOT provide Const. Inspection
 - Utility meetings to discuss alternate work plans to reduce costs

Project Phase	Total
Preliminary Engineering (PE)	\$15.4
Right -of-Way Land Cost	\$9.3
Construction Cost	\$122.9
Utility Relocations	\$7.9
Construction Change Orders	\$6.8
Construction Engineering Inspection	\$4.5
Cost by Phase Total Program	\$166.7

* As of the last Financial Plan

MOBILITY STUDY ESTIMATE & ASSUMPTIONS

- 2012 Mobility Study Total Estimated Cost:
 - ❖ A narrow typical section was used in this study
- 126th = \$32,308,978
- 131st = \$29,337,283
- 135th = \$31,071,073
- 141st = \$32,171,521
- 146th = \$27,658,199
 - Total = \$152,547,054 (*135th as an Interchange)
 - Total = \$121,475,981 (*135th Not Included)

2015 COST UPDATE TO ESTIMATE & ASSUMPTIONS

- 2015 Study Update Cost = \$112,479,300
- Updated Study used;
 - Updated unit prices
 - 3% inflation
 - 10% construction contingency
 - Construction inspection - 12% of construction
 - Same Layout from 2012 (raised side streets to balance cut/fill, lift stations, concrete barrier at median)
 - Contingency not included for change orders

COST OVERAGE - MAJOR CONTRIBUTING SOURCES FROM THE ORIGINAL STUDY

- Keeping cross streets and bridges near existing grade
- Replacing median barrier with grass median
- Revised traffic analysis at 146th Street
- Maintenance of Traffic Costs
- Noise Walls added
- Reimbursable Utility Relocation costs increased
- Drainage Needs Changed
- Redesign of 141st street interchange

CONSTRUCTION ESTIMATES VS BID RESULTS

	Update 2015 Estimate (Lift Station excluded)	Engineer's Estimate (current design)	Construction Bid	Change Orders %
126 th Street	\$18,801,021	\$22,398,220	\$22,108,714	2.15%
131/135 Intersection	\$22,730,703	\$27,227,293	---	---
141 st Street	\$16,899,239	\$23,511,754	---	---
146 th Street	\$19,010,728	\$30,785,039	\$29,814,167	---
N&S Drain	\$5,000,000	\$19,636,751	\$20,204,879	7.56%

- Total INDOT Construction Contribution = \$100,000,000
- Current Construction Costs = \$74,137,891 (September 2020)
- Remaining INDOT Construction Contribution = \$25,862,109 (September 2020)

COST SAVING PURSUITS

- INDOT has agreed to do the Construction Inspection for
 - The Drainage Lines
 - 126th Street
 - 146th Street
 - 131st/135th Street
- Design Adjustments to minimize utility relocation costs. (Utility savings of \$1 million dollars with HSEU conflict structure)
- Vetting out the utility work plans with the different utility companies to find more economical solutions to their relocation.
- R/W cost savings through development.

HAMILTON COUNTY & FISHERS JOINT MARKETING PROGRAM



MARKETING PROGRAM HIGHLIGHTS 2019-2020



HAMILTON COUNTY & FISHERS JOINT MARKETING PROGRAM

BUSINESS ADVOCACY & COLLABORATION



37Thrives Business Stakeholder Group

- Monthly meet-up for businesses to have direct interaction with project on monthly basis
- Hosted since August 2018 (Approximately 20 meetings to date/ 80 businesses opted-in)
- Share construction updates, answer questions, field concerns
- Collaborate on marketing opportunities
- Direct resource-- as a group and one-to-one

HAMILTON COUNTY & FISHERS JOINT MARKETING PROGRAM

BUSINESS ADVOCACY & COLLABORATION



Specialty Signage & Customized Support Materials

- Temporary sign permits- request from stakeholder group
- Businesses have leveraged for creativity and communication
 - Lockhart Cadillac #goodvibes signs in Fall of 2019
- Created/installed 37Thrives branded signage through corridor to promote project awareness and access to info
- Create specialty materials for business stakeholder as requested (HOA mailer, maps)

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BUSINESS ADVOCACY & COLLABORATION

Direct/Transparent Information

- Created communication workflow to ensure business stakeholders are alerted of all construction timelines, roadwork plans ahead of external communication
- Field direct concerns from business owners, working closely with City of Fishers/Project Team to problem solve, provide understanding



HAMILTON COUNTY & FISHERS JOINT MARKETING PROGRAM



BUSINESS ADVOCACY & COLLABORATION

Marketing Collaboration

- Openly discuss marketing activities month-to-month
- Business stakeholders invited to participate in videos, radio spots, social media takeovers, website and email offers
- 8 business owners are participating in radio campaign on WTTS-FM, with voiceovers produced

HAMILTON COUNTY & FISHERS JOINT MARKETING PROGRAM

POSITIVE UNDERSTANDING & BENEFITS OF PROJECT

Specialty Content: Dash Cam LIVE Videos

- Content to promote the project purpose, while highlighting a business within the corridor
- Deployed through partnership with Towne Post/ Fishers Magazine- reaches Towne Post social followers
 - Matched with feature in Fishers Magazine (print issue)
 - Hosted 12 to date
- Has created positive engagement between project and business owner



HAMILTON COUNTY & FISHERS JOINT MARKETING PROGRAM

POSITIVE UNDERSTANDING & BENEFITS OF PROJECT

Key Partnership Highlight: Fishers YMCA



- Invaluable partnership with Fishers YMCA, direct communication to 22,000 members in heart of 126th St. construction
- Presented 37Thrives information to Silver Sneakers group to alleviate concerns, promote understanding of project
- Serve as a strong connection/information test to ensure messaging is easy to access and understand

PROJECT WEBSITE

www.drivesr37.com

QUESTIONS?

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