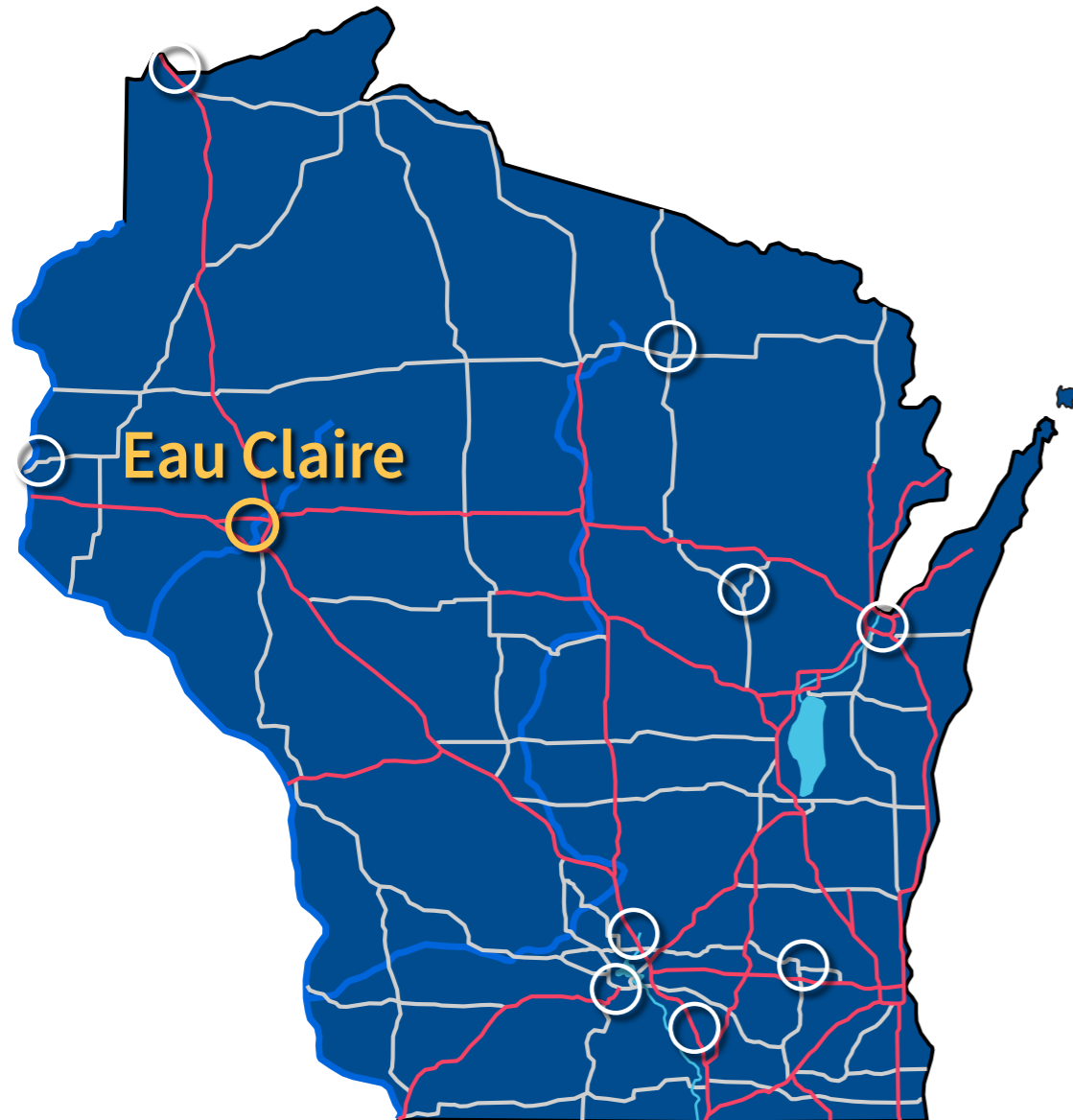
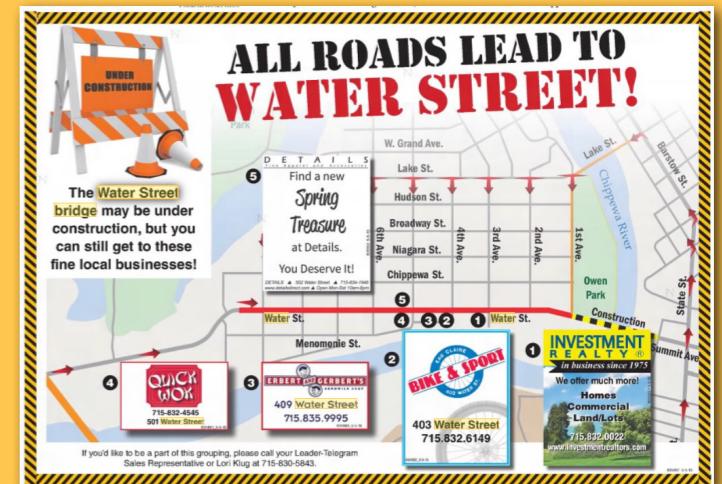


How It's Done



Eau Claire Water Street Bridge Replacement

- The nearly 700-foot span connecting the city's Third Ward and Water Street Business District was replaced between 2015 and 2016.
- “All Roads Lead To Water Street” was the message of communications showing a map for customers to continue accessing businesses during construction. WisDOT created flyers with input from the business community.
- In addition to project information WisDOT published online, the city helped to spread the word using its website.
- Businesses planned construction-themed sales and promotions to keep customers engaged. Additionally, the downtown organization promoted businesses and planned a grand opening to celebrate the bridge.



Key takeaways: Collaboration is important to enhance communication of project information and information that helps customers find businesses.