

CASE STUDY

Monroe Street Bridge Project



Stakeholder engagement in support of a public involvement process for the redesign and rebuilding of this arterial bridge that carries US Route 1 traffic between the Beltway in Alexandria and the Crystal City/Pentagon area in Arlington.

Challenge

After a lengthy public process engaging the public in discussions about neighborhood transportation challenges, the local government and the project's developer sought to engage the public in a dialogue about what it would take to tear down the bridge and replace it with a new structure.

Solution

Working in conjunction with a public agency's Planning and Transportation staffs and a private developer, Waterford created a plan that included stakeholder identification and cultivation, planning and logistical coordination of a large community meeting, creation and dissemination of educational materials, placement of newspaper advertisements promoting the community meeting, mailings to promote meeting attendance, media relations activities with local media, civic association presentations and community consensus building.

Project team member: Beth Offenbacher



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