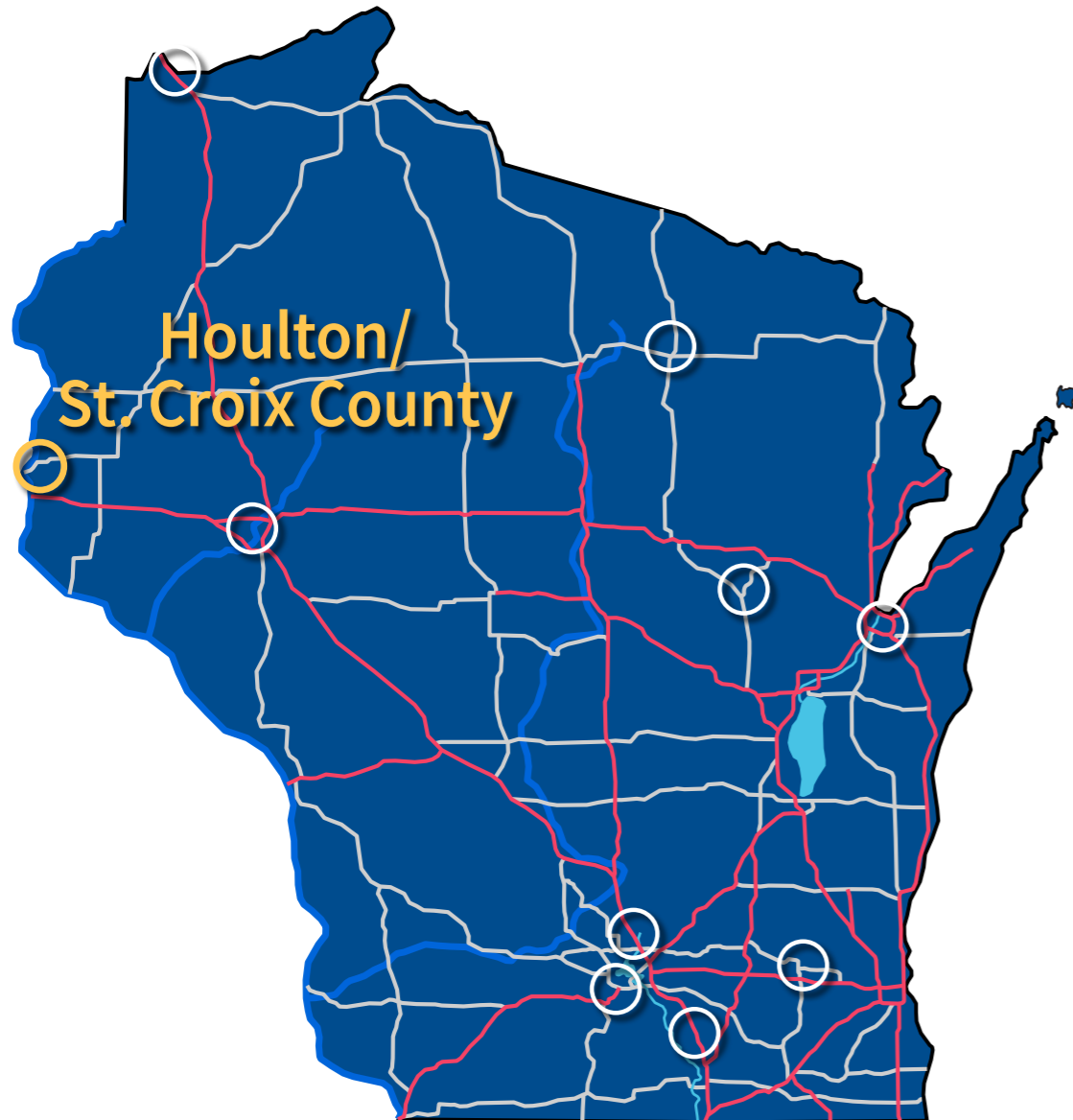


How It's Done



Houlton/St. Croix County St. Croix Crossing Bridge Construction

- This project incorporated multi-state promotion with MnDOT and WisDOT. The St. Croix County Economic Development Corp. was also actively engaged in shared media campaigns with construction updates.
- Local business boat tours were held to promote the project and maximize business. WisDOT staff members were on each tour to provide project information.
- Project staff worked with a supper club owner to install signs on a WIS 35 detour route directing customers to his business during a portion of the project.
- To close out construction, multiple stakeholders coordinated a ribbon-cutting event.



WisDOT officials also:

- Implemented a Wisconsin project website for the Loop Trail project.
- Held multiple public and local official meetings regarding construction, the schedule and traffic impacts – prior to and during construction and made project presentations to a variety of groups.
- Held presentations at local schools about the project and general bridge and road construction.
- Placed updated project maps at the St. Joseph Town Hall and staff a project information booth at the town's fall festival.

Key takeaways: This project had many impacts before and during construction. Due to collaboration and proactive communication, businesses and communities on both sides of the St. Croix River were engaged.