

# Roundabout Ready

Lessons from I-69 ORX for  
Successful Educational Campaigns



# Presenters



**Emily Deason**

KYTC | Project Manager



**Mindy Peterson**

Parsons | Public Involvement Director



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# Roundabouts are Coming: How to Prepare the Public



# New Can be Intimidating

- Roundabouts have been around for decades.
- But they are new when they are new to you!
- We had not one roundabout, but 6 roundabouts!
- Change can create anxiety.
- People are quick to say no to the unknown.
- They are dubious and skeptical.

**And they let you know it!**



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# What Folks Were Saying

Terry Wallace

Stupid, dumbest thing I have ever seen.

Susie Caton

Absolutely unnecessary! Someone will get hurt!

Patricia Carmichael

they need to stop making roundabouts!!

Stephen Guill

I'm sure they are safer in situations. What is being done to 351 is absolutely ridiculous. It will only create problems and chaos!

Lana Dennis

Confusing

Sara Jane Zinn

I want to put my lawn chair on the front lawn of S Middle School the first couple of days and video the mayhem.

Jeremy Eckiss

Of course they are they want to make traffic back up and cause more wrecks they are doing way too extra because they don't use their heads everything seemed find before they started anything

Debra Starkey

It's going to be so screwed up alot of wrecks in the future

Matt Gish

Looks like figure 8 racing to me  
I love the demolition DERBY



# Don't Let a Negative Message Take Hold

- Negativity can quickly take root.
- Don't let other messages prevent your message from being heard.
- Prepare thoughtful, meaningful messaging.
- Repeat that messaging often.

How do you conquer the fears?

**YOU EDUCATE  
AND PREPARE!!**



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# The Need is There: What to Do

- We knew an educational campaign was a must.
- We needed to identify our target audiences.
- We needed to find the best tools to reach them.
- We needed local supporters and advocates.
- We needed to explain what was happening and why.
- We needed to show why and how roundabouts work.

**WE NEEDED TO GET PEOPLE'S  
ATTENTION!**



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# Getting Henderson Roundabout Ready

If you want attention, give it a name!



**ROUNDABOUT  
READY**



**OHIO RIVER  
CROSSING**

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# What We Wanted to Share



# Roundabouts are Not New

- Roundabouts have been around for decades.
- They're only growing in popularity.
- There are more than 10,000 roundabouts in the US.
- They do what they are designed to do!
- They keep traffic flowing while improving safety.
- Many roundabouts are located near schools.



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# Messaging Matters

Roundabouts **ELIMINATE** right angle crashes and **GREATLY REDUCE** serious crashes.

**90%** reduction in all fatal crashes\*

**37%** reduction in all crashes\*

**75%** reduction in injury crashes\*

**40%** reduction in pedestrian injuries\*

*\*Federal Highway Administration*



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# Messaging Matters

## Key Steps:



Slow down.



Yield to cars in the roundabout.



Stay in correct lane.



Do not stop within a roundabout.

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# Robust Outreach



# What We Did

Roundabout Ready webpage

Monthly radio conversations

Virtual reality

Flyers around town

Collateral materials

Public meeting

Posters around town

Back to school festival

Community festival

Bus driver training

Met with teachers

Media interviews

Podcasts



# We Started Early!

- Coordination started long before education.
- We coordinated with elected officials, the schools, and other stakeholders.
- Conversations started during project development.
- We wanted to listen to their concerns.
- We developed and shared out a plan.



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# Roundabout Ready Webpage

## What You Need to Know

Six new roundabouts are being built in Henderson. There will be three located at the reconstructed KY 351/2nd Street interchange and three roundabouts located at the new US 60 interchange.

The first two roundabouts at KY 351/2nd Street are located west of US 41 and are expected to open to traffic in late summer 2024.



## Benefits of a Roundabout

Roundabouts are successfully in use across the country and region, with approximately 10,000 roundabouts in use in the United States.

- ✓ 90% reduction in fatal crashes
- ✓ 75% reduction in injury crashes
- ✓ 40% reduction in pedestrian injuries
- ✓ 37% reduction in all crashes

\*\*Courtesy of United States Department of Transportation, Federal Highway Administration.

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10,000 visitors to this webpage its first four months



# Roundabout Ready Webpage

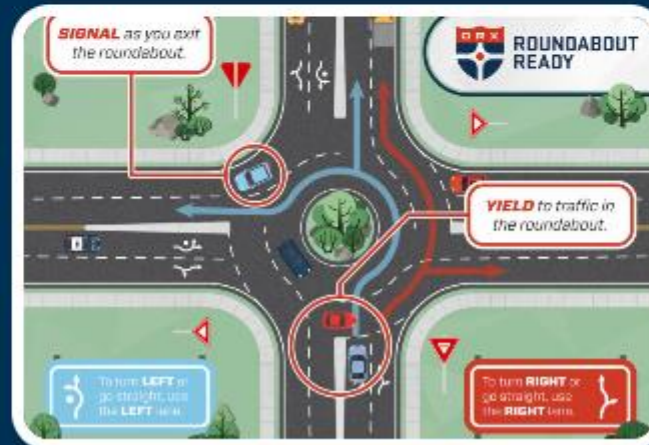
## Using a Roundabout

A roundabout is an unsignaled one-way circular intersection that improves traffic flow, minimizes congestion, and increases safety.

Roundabouts are used to promote lower speeds and reduce conflict points, leading to improved performance.

### Key Steps

- Slow down.
- Be ready to yield.
- Stay in the correct lane.
- Do not stop within the roundabout.



Easy to Find Key Steps

# Roundabout Ready Webpage

## Be Roundabout Ready

Learn more and access materials that will help ensure you are Roundabout Ready!

### What to Expect: Through Late 2024

This thumbnail shows the title 'Roundabouts Opening: What to Expect' and includes a map of a roundabout with callouts for different lanes and directions.

[View the PDF](#)

### Roundabout Ready Fact Sheet

This thumbnail features the title 'Rules of Roundabouts: What to Allow' and a central diagram of a roundabout with various traffic signs and arrows indicating rules for different lanes.

[View the PDF](#)

### Roundabouts in Henderson Fact Sheet

This thumbnail is titled 'Coming Soon: Roundabouts in Henderson' and features a map of Henderson, NV, highlighting the locations of new roundabouts.

[View the PDF](#)

### Roundabout Ready for Kids - Word Search

This thumbnail shows a word search grid with the title 'ROUNDABOUT READY'. Below the grid is a list of words to find, including: CAR, COLLISION, DRIVING, FLOW, INTERSECTION, JUNCTION, REDUCE, ROAD, SLOWLY, ROUNDABOUT, SAFETY, SPEED, STOP, TRAFFIC, YIELD.

[View the PDF](#)

### Roundabout Ready for Kids - I-Spy ORX

This thumbnail features an 'I-SPY ORX' activity with a grid of icons related to roundabouts and road safety, such as cars, signs, and road markings.

[View the PDF](#)

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Handouts and materials to download on the webpage

# Roundabout Ready Webpage

## Getting Where You Need to Go

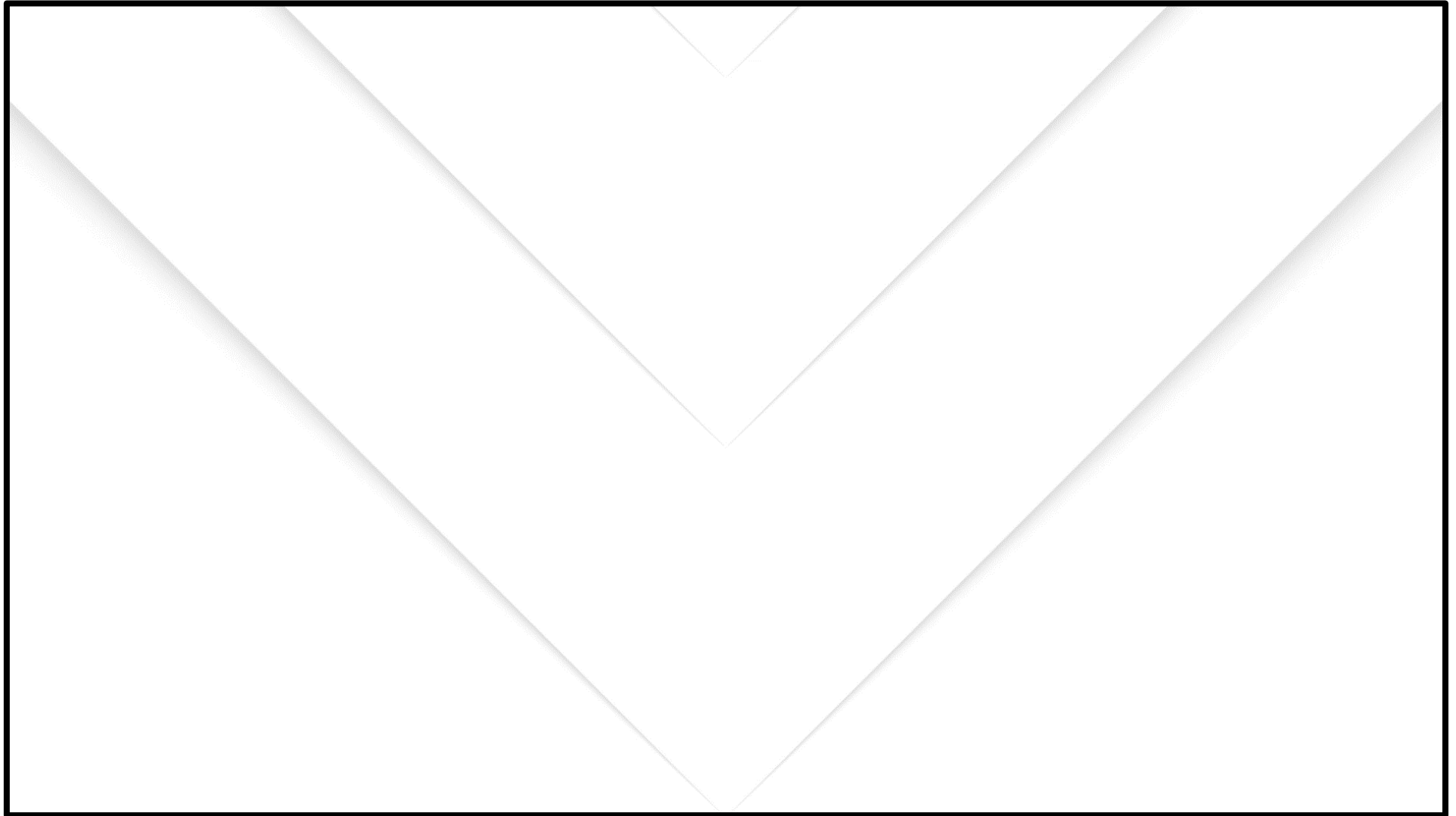
Take a virtual drive through several routes in the area.

 <p>How to Use a Roundabout</p>	 <p>Henderson County High School from I-69 South</p>	 <p>Henderson County High School from I-69 North</p>	 <p>Downtown Henderson from I-69 North</p>	 <p>Downtown Henderson from I-69 South</p>
 <p>Zion Road from Downtown Henderson</p>	 <p>Downtown Henderson from Zion Road</p>	 <p>Downtown Henderson from KY 2084</p>	 <p>I-69 South from Henderson County High School</p>	 <p>I-69 North from Downtown Henderson</p>

Directional videos to help people get from Point A to Point B



# Roundabout Ready Webpage



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# Henderson County Tri-Fest



# Henderson County Tri-Fest



# Henderson County Tri-Fest



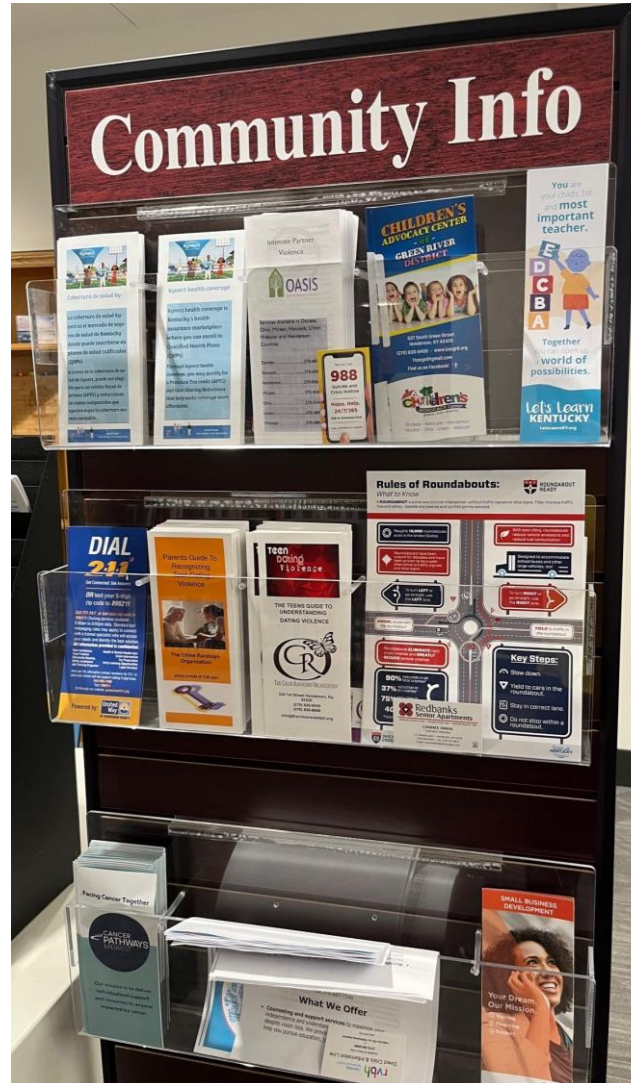
## Officials prepare drivers for two roundabouts by August, six by end of 2025

by [Vince Tweddell](#) — April 21, 2024 in Local



# Posters and Flyers

- Posters distributed community-wide
- 1,200 flyers distributed community-wide
- Shared the basics of how to safely use a roundabout
- Included information on what to expect and when
- Promoted the webpage



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# Media Coverage



Lots of coverage in local news!  
Nearly 130 media mentions with a reach of 8.5 million in four months.

# WSON Interviews

- Extended monthly interviews on WSON Radio
- 20-minute “SpeakUp” program
- Airs live and available as podcast
- January – still doing currently

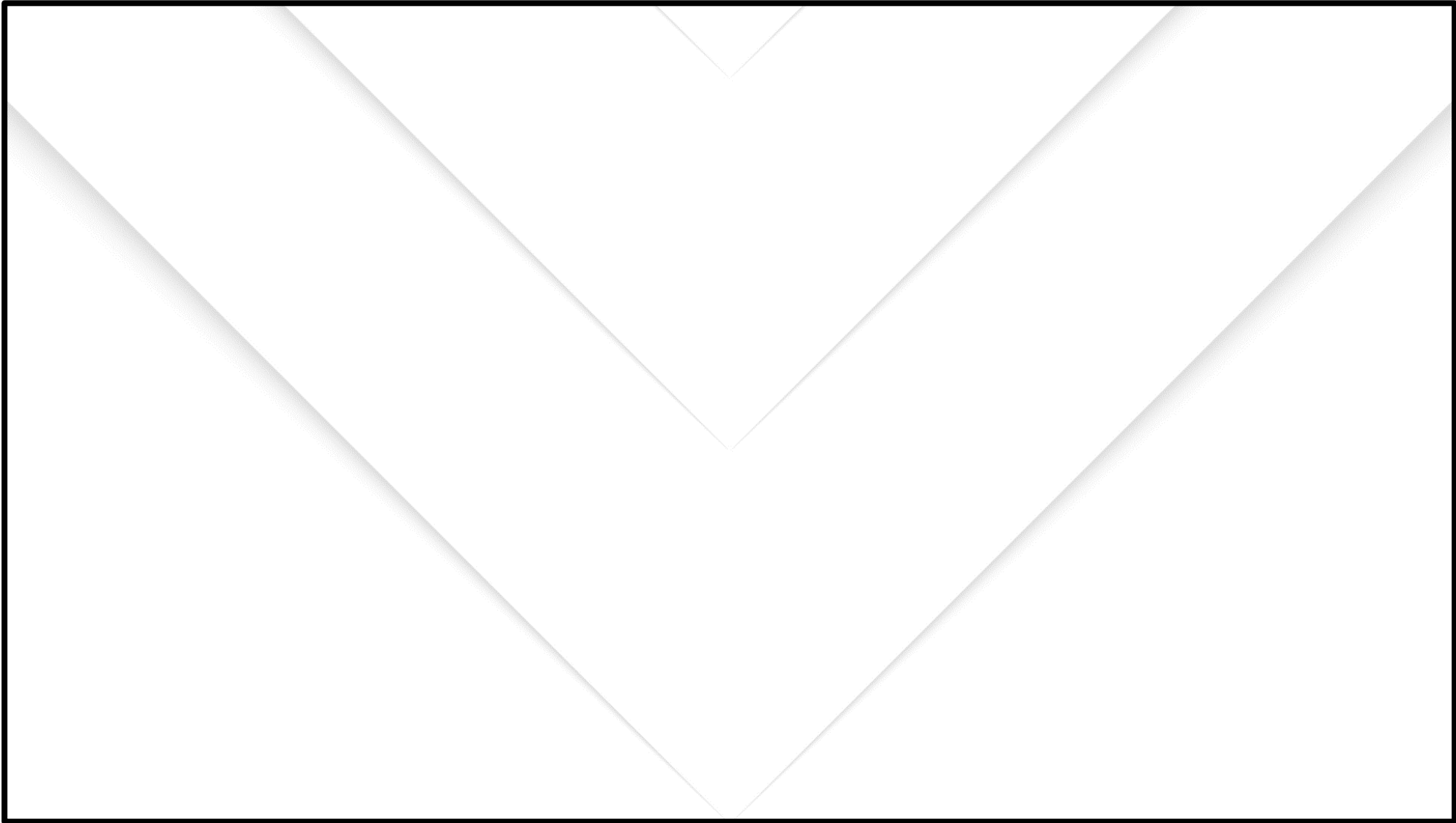


It's one more way to be Roundabout Ready! Listen to this morning's SpeakUp program on [WSON Radio](#) with I-69 ORX Spokesperson Mindy Peterson. Students head back to school next week, and the interview includes a lot of information to help make sure teachers and parents are prepared. Listen at: <https://bit.ly/4d1eMF5>



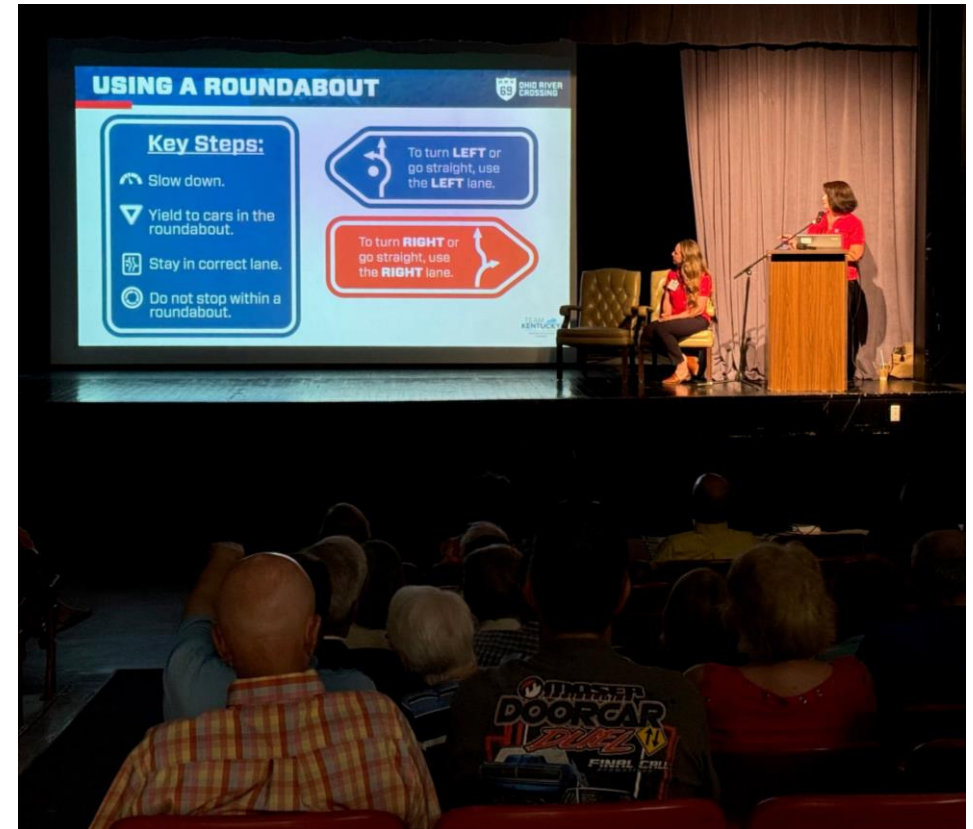
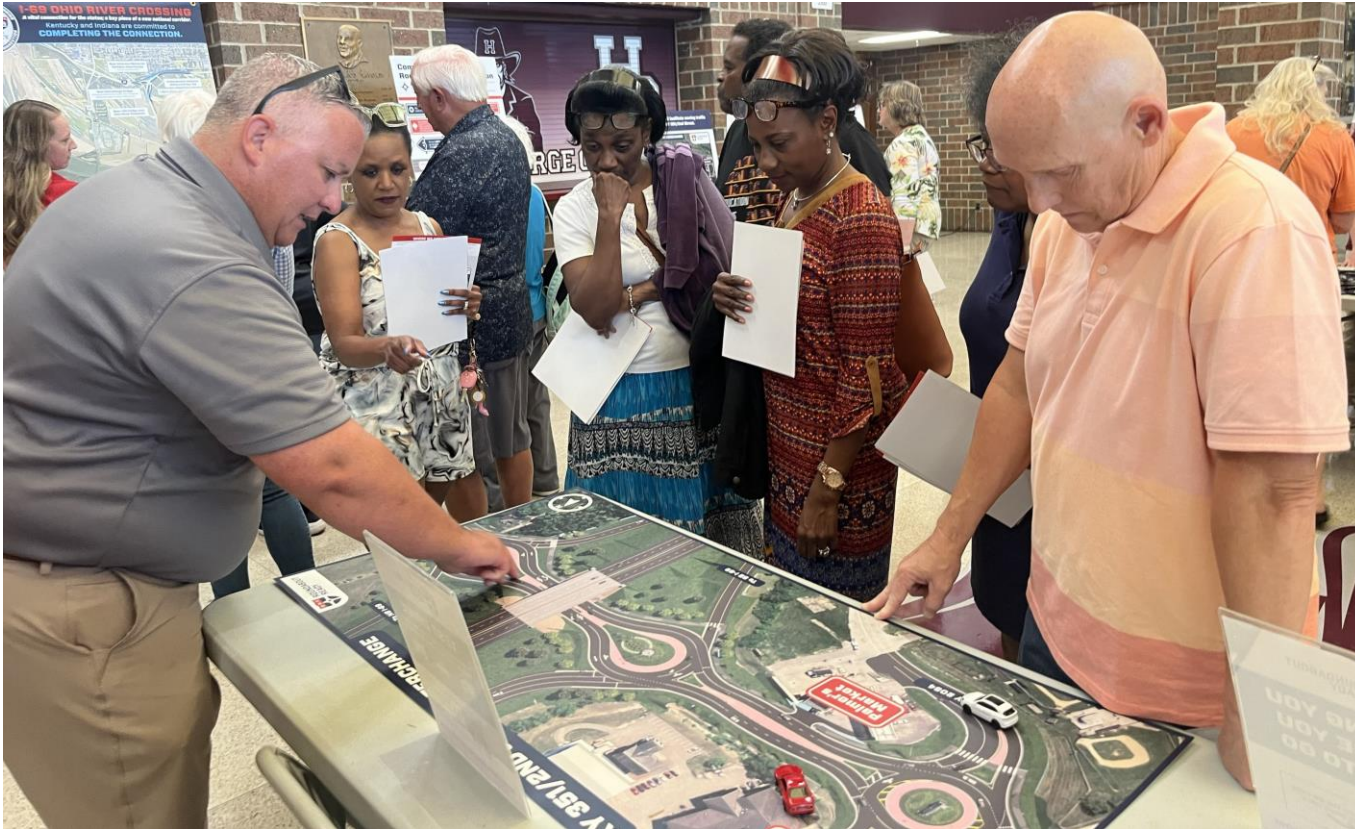
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# Short Videos



# Public Meeting in Henderson

- Included informational boards, maps, presentation, virtual reality stations, looping directional videos, and handouts
- 150 attendees



# Public Meeting in Henderson

Two virtual reality stations provided interactive opportunities to “drive” through the area.



## Virtual Reality Drive-Through Menu



I-69 South to Henderson County High School



I-69 North to Henderson County High School



I-69 North to Downtown Henderson



I-69 South to Downtown Henderson



Zion Road to Downtown Henderson



Downtown Henderson to Zion Road



KY 2084 to Downtown Henderson



Henderson County High School to I-69 South



Downtown Henderson to I-69 North



# Henderson County Back to School ReadiFest

- Back-to-School event for families to connect with community agencies, receive school supplies, and register their children for school

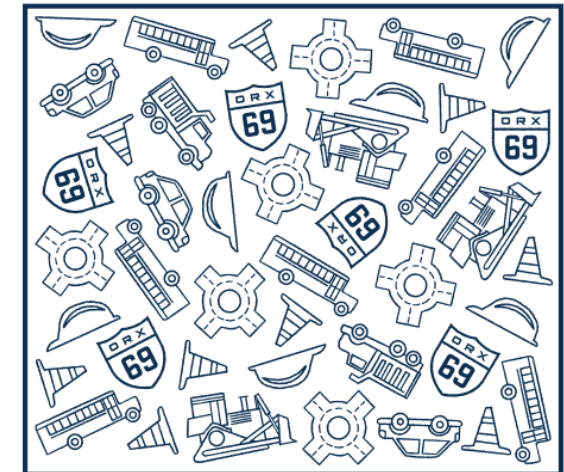


- Hundreds of attendees
- Information, giveaways and conversations



## I-SPY ORX

Count how many of each item you can find in the picture.



# Educational Opportunities

Henderson County Schools Bus Driver Training



Henderson County Lions Club



Henderson County Schools  
Professional Development Day  
(meeting with teachers)

# Coordination with the Schools

- Coordination with the schools to share materials and ensure that the students, parents, and staff all knew how to safely navigate the new roundabouts



## Henderson County High School

HENDERSON COUNTY HIGH SCHOOL // NEWS // COLONELS IT'S TIME BE ROUDABOUT READY



### COLONELS IT'S TIME BE ROUDABOUT READY

Shawna Evans

July 31, 2024

The first roundabouts in Henderson are open! The two roundabouts west of US 41 opened this past weekend. They'll remain in a temporary configuration with a single lane of traffic until construction on the reconstructed KY 351/2nd Street interchange wraps up late this year.

[Click here for information about the I-69 Project and what to expect!](#)



### News for You

The first roundabouts in Henderson are open! The two roundabouts west of US 41 opened this past weekend. They'll remain in a temporary configuration with a single lane of traffic until construction on the reconstructed KY 351/2nd Street interchange wraps up late this year.

### What's Happening

- Both roundabouts west of US 41 are open to a single lane of traffic with drivers using the outside lane.
- KY 2084 and US 41 South can be accessed using roundabout movements.
- The ramps to and from US 41





# Coordination with the Community



Henderson Fire Department  
July 29 at 5:55 PM · 🌐



The new roundabouts have been open for a few days now. Currently, only a single lane is open on them, but they are operational. Here is a video of what to expect by heading West to East from the area of the high school toward Eastgate shopping center; then the opposite direction. Finally, the video shows what you will see when exiting from I-69 South onto Zion Rd. using the roundabout to go toward the high school.

⚠️ As everyone adjusts to navigating these new traffic contr... See more



Kathleen Carter Cope

I appreciate whoever made and posted this video. It makes me feel more comfortable.

Debbie Crowder

Thank you! These are very helpful!

Organizations like the Henderson County Fire and Police departments reposted information and shared their own info.



Henderson Police Department  
July 24 at 2:28 PM · 🌐



I-69 Ohio River Crossing  
July 24 at 12:05 PM · 🌐

The first roundabouts at KY 351/2nd St. are expected to open later this week in a temporary configuration.

Two roundabouts west of US 41 are set to open on or... See more

# Social Media

- Graphics, videos, and maps were shared on the I-69 ORX Facebook and X pages.
- Posts were widely shared.



**April 10 through August 10**

**3,898 Total Likes**

**661,234 Total Impressions**

**1,799 Total Comments**

**63,588 Total Engagements**

**1,217 Total Shares**

# Social Media

**Thursday, July 25 – Almost Ready!**

- 117,146 impressions
- 654 reactions
- 254 comments
- 127 shares

Our crews having been working hard and we're nearly Roundabout Ready!

The new roundabouts are taking shape. Just check out that progress!

The two roundabouts closest to North Middle School are expected to open as soon as this Saturday.

Read more about the temporary configuration and what you need to know at [I69OhioRiverCrossing.com](http://I69OhioRiverCrossing.com).



# Social Media

## Saturday, July 27: Roundabouts Open

- 144,107 impressions
- 1,134 reactions
- 733 comments
- 286 shares

They're open! The first two roundabouts at KY 351/2nd Street opened to traffic today. They'll remain in a temporary configuration until late this year. Find the information you need to know at <https://i69ohiorivercrossing.com/roundaboutready/>. Be sure to slow down and avoid distractions as you adjust to the new traffic patterns. Thanks for your patience!

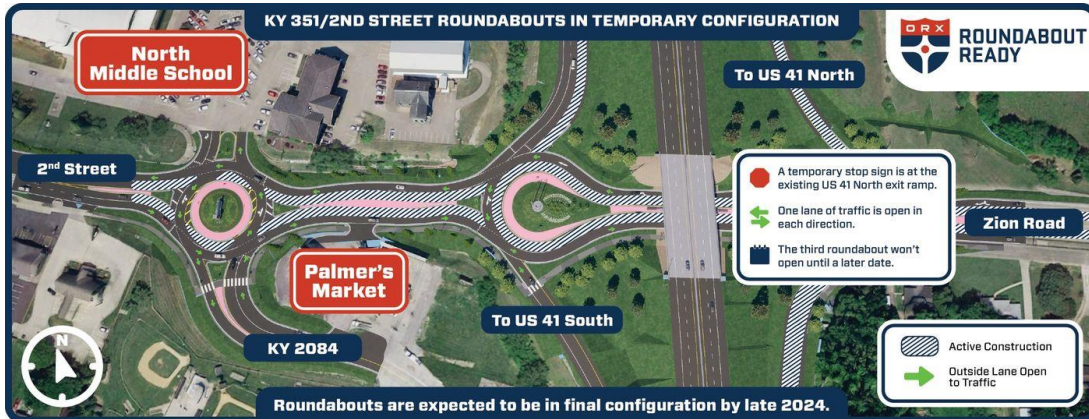


# Outpouring of Support – Turning the Tide

Mark your calendars! A public meeting will be held on Monday, July 15 to help make sure attendees are Roundabout Ready. Roundabouts at KY 351/2nd Street will open soon.

Attendees will have the opportunity to take a virtual reality "drive" through the new roundabouts. They'll also hear about next steps for the project. We hope you can join us!

Learn more at: <https://i69ohiorivercrossing.com/news/july-public-meeting>



Kacie Peters

It has been so cool to drive this everyday, and watch this process unfold!

Top fan

Kathleen Carter Cope

Thank you for coming to Henderson and sharing information about our new roadway.

The directional videos and maps made it much easier for me to see how we will navigate the new roadways. I'm more comfortable driving through the turnabouts after getting more information.

Thank You all for coming down and talking to us all

Allison Hebert

Loved it! Traffic flow is much nicer. Now if people can just pay attention and get used to the yields it'll be great! Well done 🍌

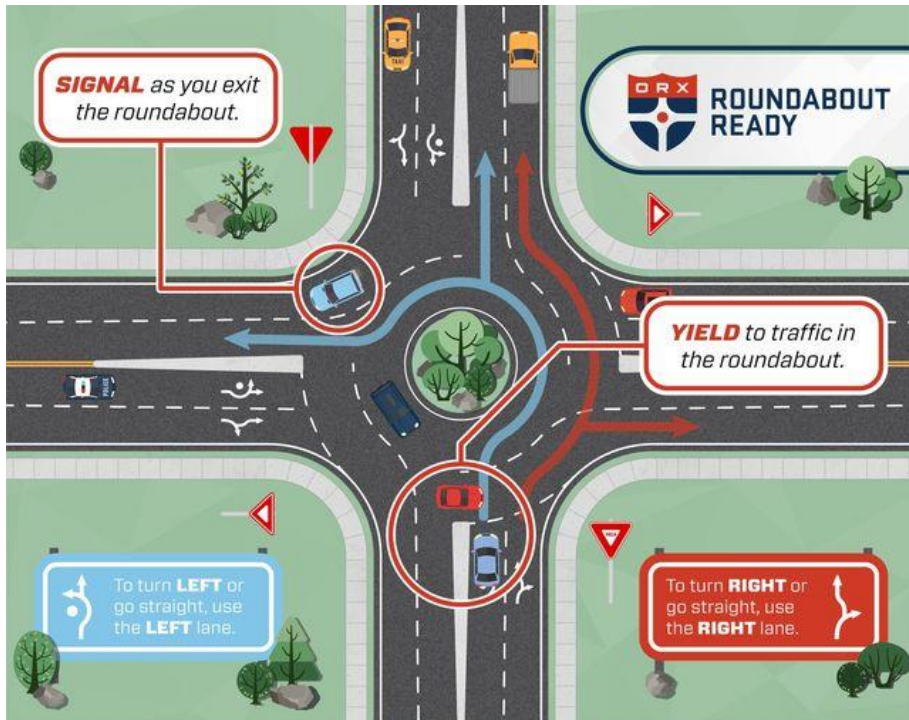
# Outpouring of Support – Turning the Tide

Thousands of roundabouts are in use across the country. They've been proven to greatly improve safety while keeping traffic flowing.

Check out the key steps to using a roundabout and more at [169OhioRiverCrossing.com/RoundaboutReady](http://169OhioRiverCrossing.com/RoundaboutReady).

Kayla Todd

Went through it yesterday with ease. Loved it



Joe McGarrh

I drive through all 3 roundabouts every day. I've seen zero issues and everyone seems to be navigating them just fine. They are yielding when they are supposed to and I haven't noticed any confusion. They are quite fun. The biggest advantage that I see is not having to make a left off 2084 onto 2nd Street at Palmers, as well as making a left onto 2nd Street coming out of the BOE office. Traffic flow is much smoother at that intersection.

Top fan

Dominic Nunez

Very impressive project. Some people won't like it right away but after living in Bowling Green KY and Carmel IN I've grown to love roundabouts. Statistically so much safer and handles traffic flow more efficiently.

# Outpouring of Support – School Traffic

## First Day of School

Make sure backpacks are packed and pencils are sharpened - Henderson County Schools start tomorrow! ✎

Drivers using KY 351/2nd Street should leave earlier these first few weeks to account for new traffic patterns.



Warren Meuth

School traffic has been a great test! We have never had the first day back traffic go so good

Jasmine Janean

No issues this morning at about 7:30! Much smoother. 😊

Rachel Trout

This has honestly made for a quicker and much smoother trip to the high school and back down 2nd Street. Traffic has flowed well and I've seen no issues at all Wednesday or Thursday in the midst of school traffic.

Key Modi

No problem at all. Traffic goes very smooth and steady cause of roundabouts.

# Outpouring of Support

Mark your calendars! A public meeting will be held on Monday, July 15 to help make sure attendees are Roundabout Ready. Roundabouts at KY 351/2nd Street will open soon.

Attendees will have the opportunity to take a virtual reality "drive" through the new roundabouts. They'll also hear about next steps for the project. We hope you can join us!


Learn more at: <https://i69ohiorivercrossing.com/news/july-public-meeting>



JULY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Monday, July 15**  
**5:30 to 7:00 p.m.**  
**Presentation at 6 p.m.**

Henderson County  
High School  
2424 Zion Road



**Adam Blythe**

My wife said it was really smooth on her way into East Heights yesterday. She said everyone was driving good and traffic never got backed up in any direction. Sounds like a win to me!! Nice work making this a success and a smooth transition!

**Melissa Hughes Clements**

Drove through this morning and was very smooth!

**Julie Watkins Dossett**

Yesterday 2nd street was flowing better than green street!! What do we need to do to get roundabouts at 2nd and 5th streets?

**Joseph Butler**

I think it was flowing better than ever before and will only get better it seems



# Community Leaders



Bradley Schneider

6h · 🌐



I left Henderson for a conference Wednesday morning at 8 but purposely drove through the Second Street roundabouts just to see how traffic was flowing. I saw no problems. Texted a school official Wednesday afternoon to see how it went all day and he said no problems. Asked a grandma who drove past the high school Wednesday morning at 7:30 and she said there was nothing unusual.

For those driving through the roundabouts at school rush hours yesterday and today, I'm eager to hear your experience.

Brad Staton

I was very skeptical a few years ago when they first started talking about them. So far, they're working better than I thought.

As long as we continue to educate our citizens on how to use them when all lanes are open so that we are prepared, I'm optimistic this change can end up being a good thing.

# Wrapping it Up



# Successful Educational Campaigns

- Determine messaging.
- Identify the right time frame.
- Identify the targeted audiences.
- Identify the tools for communication.
- Layer your approach.
- Repeat your message.
- Continue the conversation.



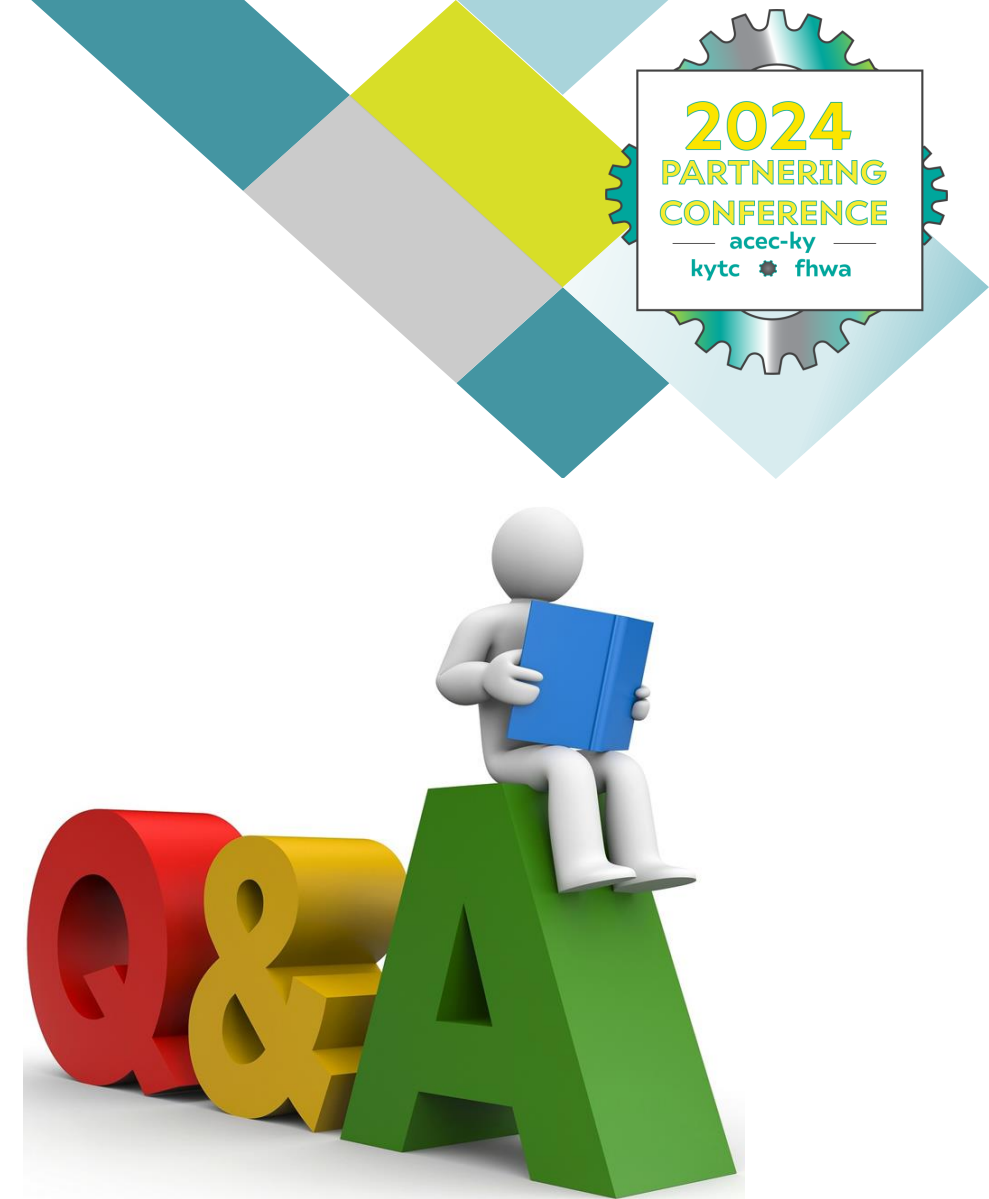
**IT MAKES A DIFFERENCE!**

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Questions?

The logo features a white rectangular box with a thin black border, centered over a background of interlocking gears. The gears are rendered in a gradient of teal and light green. The text inside the box is as follows:

**2024**  
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**kytc** • **fhwa**



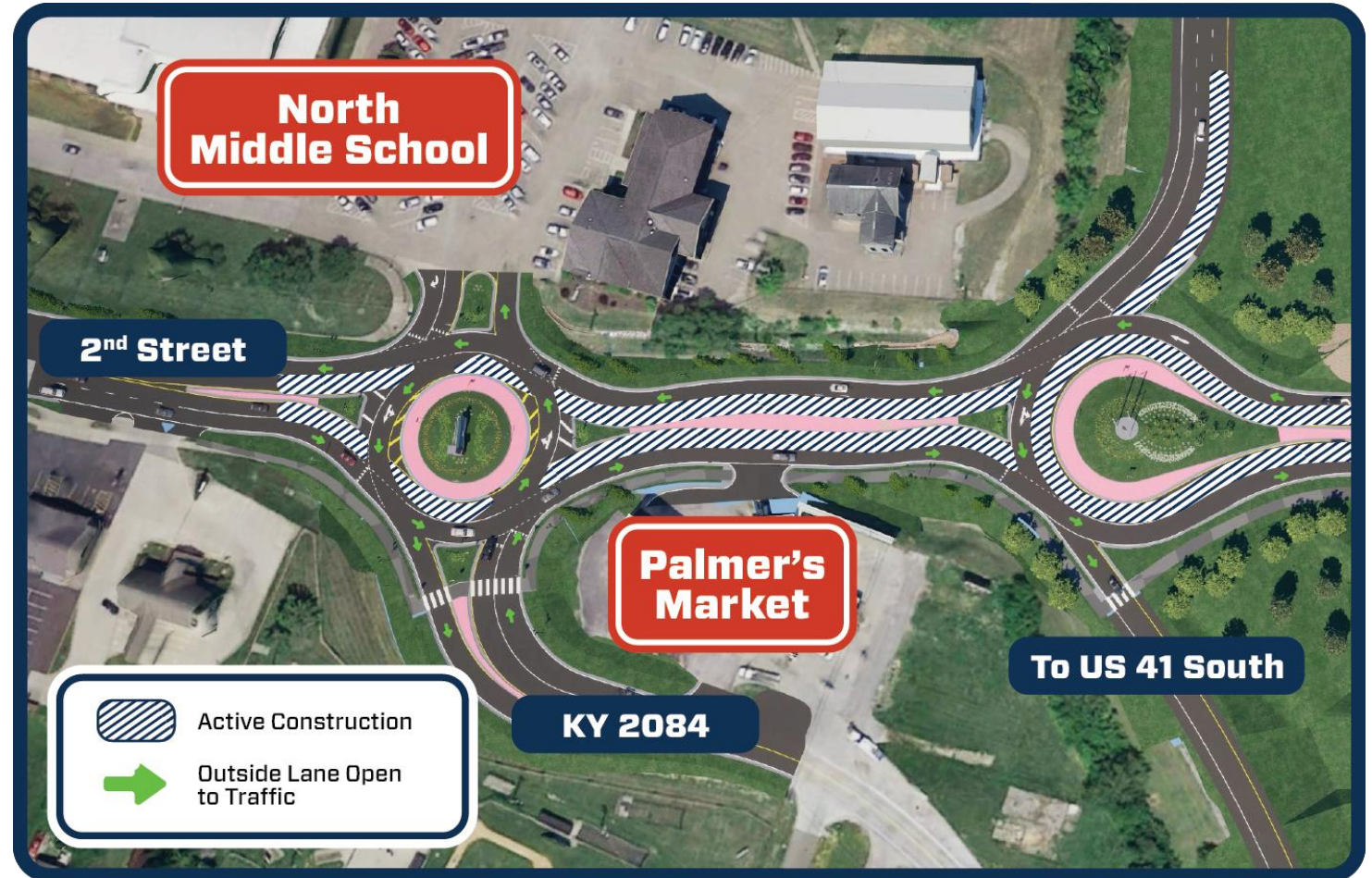
**Roundabout Ready: Lessons from ORX for Successful Educational Campaigns - 10:50 am**

# Progress in Henderson



# ROUNDBABOUTS: WHAT TO EXPECT

- Two western roundabouts (closest to North Middle School) open to one lane of traffic
- Open in temporary configuration
- Open to one lane of traffic



# ROUNDBABOUTS: WHAT TO EXPECT

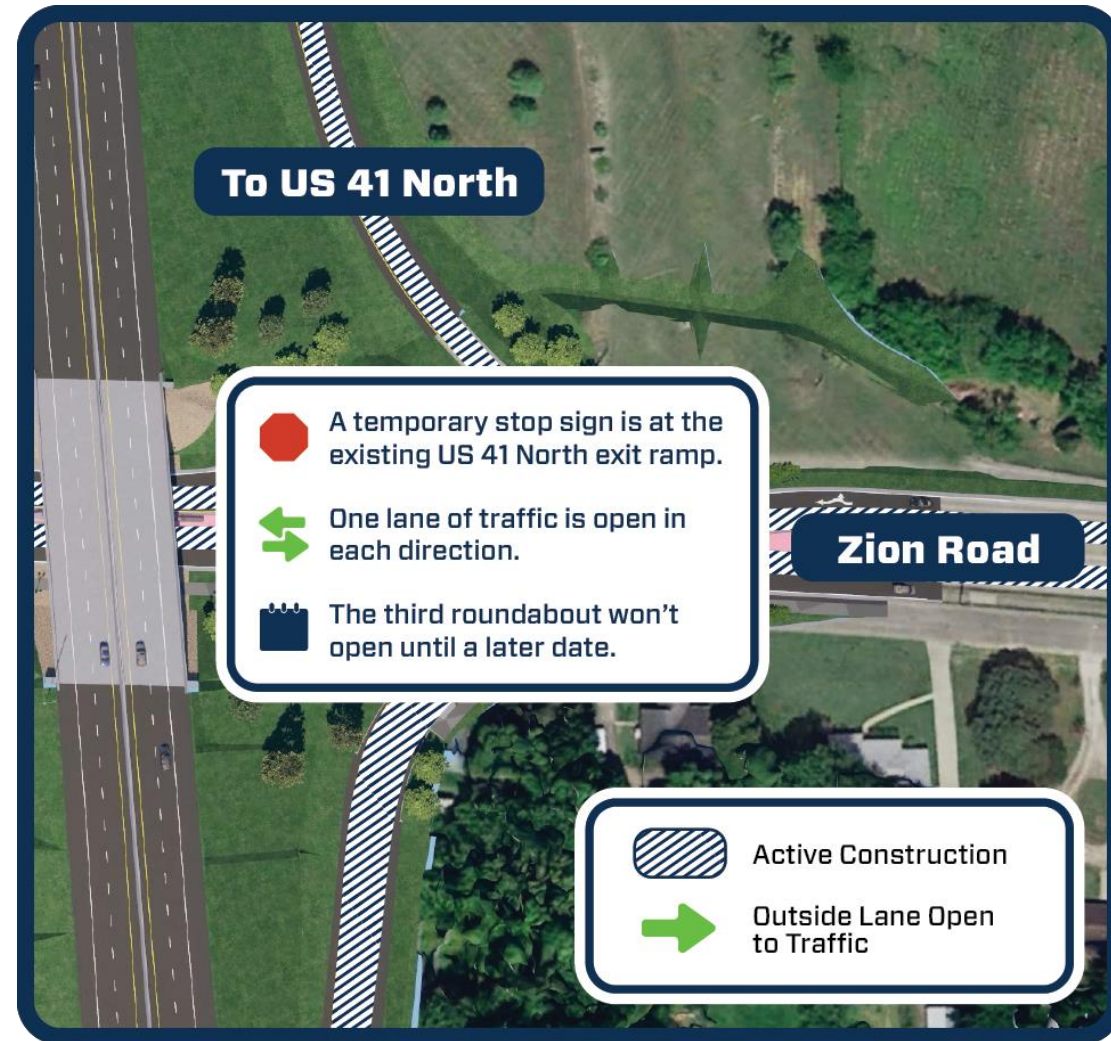
- Offers a good chance for people to get used to driving roundabouts
- Helps facilitate traffic movement and flow in the area
- Ramps to and from US 41 open
- Temporary signals no longer in use





# ROUNDBABOUTS: WHAT TO EXPECT

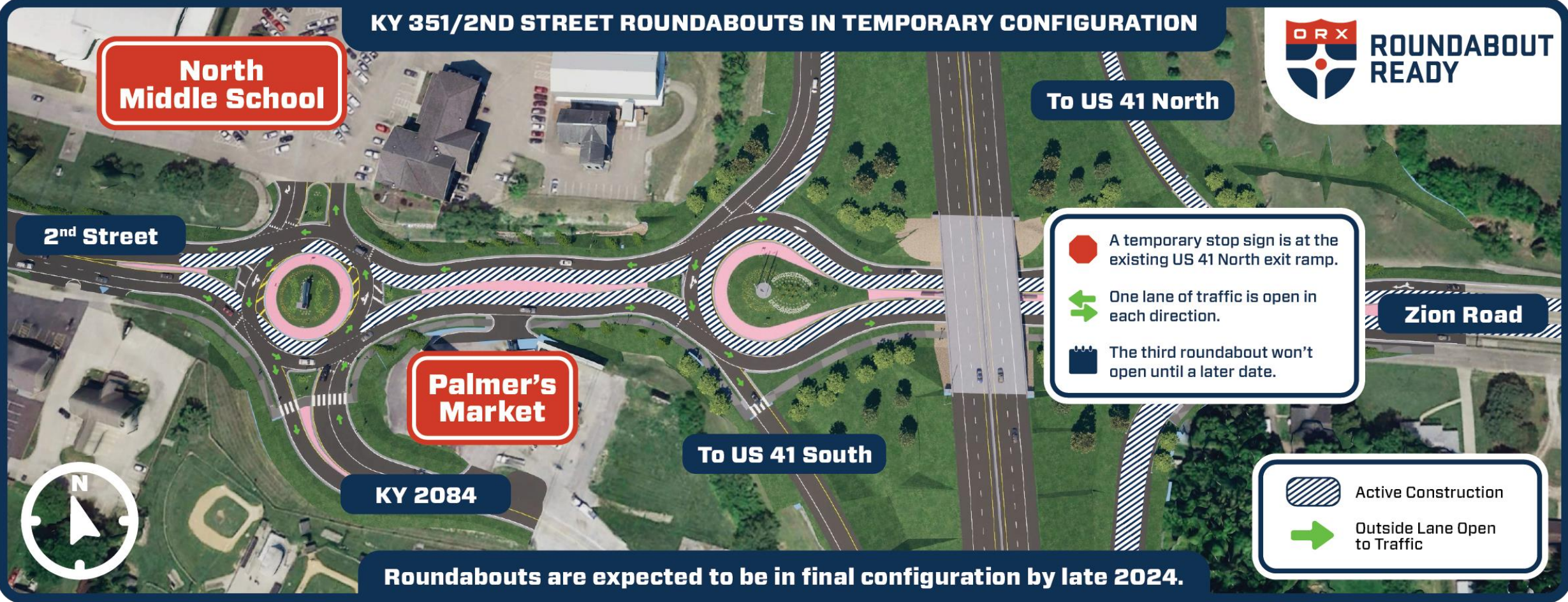
- The third roundabout won't function as a roundabout until late this year.
- It won't open until the new ramps to and from US 41 North are complete.
- Drivers will continue to use the existing on and off ramps to access US 41.



# ROUNDBABOUTS AT KY 351/2<sup>ND</sup> STREET



## KY 351/2ND STREET ROUNDBABOUTS IN TEMPORARY CONFIGURATION



**North Middle School**

**Palmer's Market**

**2<sup>nd</sup> Street**

**KY 2084**

**To US 41 North**

**Zion Road**

**To US 41 South**

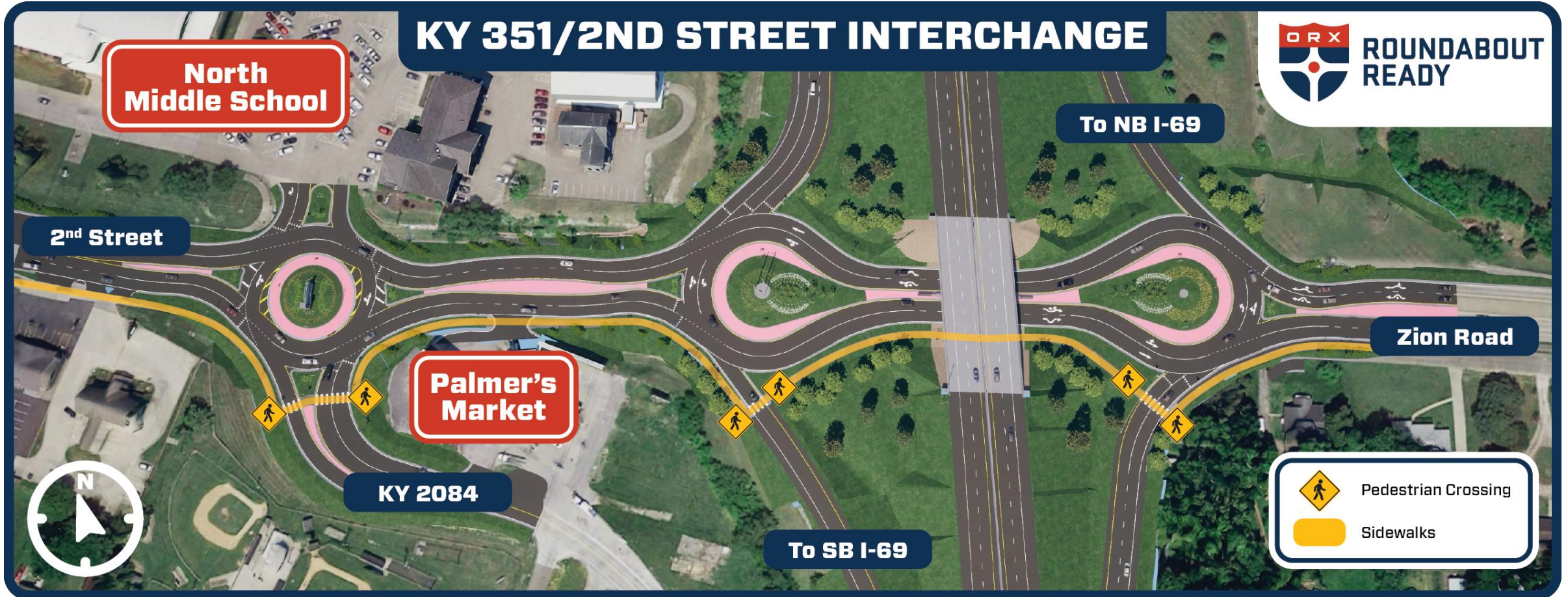
- A temporary stop sign is at the existing US 41 North exit ramp.
- One lane of traffic is open in each direction.
- The third roundabout won't open until a later date.

- Active Construction
- Outside Lane Open to Traffic

**Roundabouts are expected to be in final configuration by late 2024.**



# PEDESTRIAN ACCESS



Rectangular Rapid Flashing Beacons (RRFB) to be installed at all crossings.

# PEDESTRIAN ACCESS

- Rectangular Rapid Flashing Beacons (RRFB) will be installed at all pedestrian crossings.
- “Push to Cross” buttons remain in place at Klutey Park and should be used by all crossing the road.

**A crossing guard was present near KY 2084 for the first 2 weeks as students adjusted to the new roundabouts and pedestrian patterns.**



# PROGRESS BY THE NUMBERS



- Embankment placed: Over 1 million cubic yards
- Structural concrete poured: Over 6,500 cubic yards
- Reinforcing steel installed: Nearly 1.3 million pounds
- H-Pile installed to date: 22,000 linear feet

Over 225,000 hours have been worked on the project.