



As a project manager, **Brianne Bigelow** brings with her creative instincts, strategic visioning and a diverse range of communications experience, including public involvement, public engagement, public relations, media relations, and community relations. As part of the TLG team, Brianne has brought her leadership and experience to a wide variety of public involvement projects, interfacing with diverse stakeholders on several high-impact projects for clients such as the Utah Department of Transportation (UDOT), the Wasatch Front Regional

Council (WFRC), Utah Transit Authority (UTA), West Jordan City, Sandy City and Murray City, among others. Brianne's 10 years of communications experience and unique ability to effectively engage with stakeholders at the program, policy and public levels provides a trusted voice and valued benefit to her clients and projects.

### SELECT PROJECT EXAMPLES

#### **West Davis Corridor Design & Construction Phases (2019 – Current) | Davis County, Utah | Department of Transportation**

Brianne is continuing her involvement with the West Davis Corridor project, now acting as Public Involvement Project Manager. With her vast historical knowledge of this project, along with her positive stakeholder relationships, Brianne is leading the PI/PR team through the next phases of design and construction. Brianne manages all communication and public involvement strategies, goals and tactics of West Davis, supports the UDOT Central Communications Team and Region 1 RCM in external communications, facilitates working meetings with city and county leadership, Resident Working Groups, NGO's, resource agencies, and other key stakeholders.

#### **1800 North Sewer Realignment Project (2020-Current) | Salt Lake City, Utah | Salt Lake City Department of Public Utilities**

Brianne is currently managing the public involvement team and strategy for this multi-phased, multi-year major sewer realignment and rehabilitation project for Salt Lake City Department of Public Utilities. The scope of work for the sewer realignment includes a complete bore under the I-15 and railroad corridor. This project impacts a mix of heavily industrial business areas, residential neighborhoods, popular Rosewood Park, and nearby Guadalupe School. Brianne is leading a pro-active and early approach to PI outreach encompassing a wide range of tactics. These include direct mail postcards, community council updates, one-on-one stakeholder coordination, right-of-way coordination, engagement with SLC Parks & Public Lands Departments, and coordination with the J-U-B Landscape Architect group to produce public renderings and visuals for the Rosewood Park impacts and enhancements.

#### **Vine Street Improvement Project (2019 – Current) | Murray, Utah | Murray City**

Throughout the design process and now into construction, Brianne is managing all outreach efforts for the Vine Street Improvement Project for Murray City. This major connector between 900 East and 1300 East in Murray is lined with a mix of both residents and businesses. The project consists of upgrading storm drain, installing bikes lanes, new sidewalks and shoulders and creating a more uniform corridor. Brianne's responsibilities have included working one-on-one with impacted property owners, door-to-door project notifications, weekly email updates, school coordination, coordination with UDOT Traffic and city staff to ensure all key stakeholders and the traveling public are aware of the project, its schedule and impacts.

#### **Education & Training**

**B.S., Public Relations**  
Utah State University

**40-Hour Mediation Training**  
CDR Associates

**Certificate in Facilitating Dynamic & Difficult Groups**  
Pepperdine School of Law, Straus  
Institute of Dispute Resolution

**Certificate in Public Participation**  
Int'l Assoc. for Public Participation

#### **Professional Affiliations**

**Public Relations Society of America**

#### **Work History**

**Project Manager**  
The Langdon Group  
Salt Lake City, Utah - 2011 – Present

**Public Involvement Coordinator**  
Wilkinson Ferrari & Co.  
Salt Lake City, Utah – 2010-2011

**Public Relations Associate**  
Rauzon Media  
Sacramento, CA – 2006-2008



**9270 South CatEx (2018 – 2019) | Sandy, Utah | Sandy City**

Starting in 2018, Sandy City underwent an environmental study to determine transportation solutions for the realignment of 9270 South with State Street. As a significant access for both motorists and pedestrians, and situated between both residents and major business/community hubs such as Jordan Commons and Rio Tinto Stadium, the interests of this study were diverse and passionate. Supporting the environmental team of J-U-B Engineers, Brianne led the public involvement efforts by interfacing one-on-one with potential impacted property owners, business owners and other residents. Brianne led the PI team in planning and executing two separate public hearings/open houses, where stakeholders could learn about the project, get answers to questions, and leave their formal public comments. Brianne also worked closed with city staff to ensure all key stakeholders were informed and heard throughout the study process.

**West Davis Corridor EIS; Davis & Weber Counties, UT (2011-2018) | Davis & Weber Counties, Utah | Utah Department of Transportation**

Brianne served as the day-to-day public involvement coordinator for the West Davis Corridor EIS project, the largest EIS in Utah history. Brianne's responsibilities included interfacing with a wide range of program, policy and public stakeholders, including locally impacted residents, city and county officials, agricultural leaders, non-governmental organizations, and state and federal agencies. Brianne's working knowledge of the NEPA process, ability to effectively interact with stakeholders, and extensive public relations background combined to create a unique perspective and valued advantage on this high-conflict project.

**Express Lanes Violation Reduction Initiative-Phase II (2017 -Present) | Utah | Utah Department of Transportation**

The Express Lanes stretch along 72 miles of I-15 from Layton to Spanish Fork. These lanes visibly benefit Utah drivers by reducing peak hour congestion on I-15 and helping move traffic predictably and efficiently. Unfortunately, improper use of the Express Lanes is frustrating the system and creating safety concerns. Currently, the Express Lanes are experiencing an 32% rate in violations; nearly three times the national average. During the Express Lanes Violation Evaluation-Phase I, The Langdon Group conducted a study to evaluate potential tools and techniques that could help reduce the violation rate on Express Lanes. In 2017, The Langdon Group was selected, in partnership with Penna Powers, to implement those evaluation findings in Phase II. With a goal to reduce the number of Express Lanes Violations, The Langdon Group and Penna Powers have launched an educational outreach campaign to help communicate the rules of the Express Lanes and encourage proper Express Lanes use to change violation behavior through grass-roots outreach, social media outreach, and media buys. Brianne is co-managing the outreach efforts.

**7000 South Utility Improvement (2017) | West Jordan, Utah | West Jordan City**

In 2017, the City of West Jordan began a highly impactful project to update badly aging water, storm drain and sewer systems along the busy corridor of 7000 South. Work included removing and replacing pipelines, installing box culvert canal sections, removing and replacing old utility services, as well as milling and overlaying a new roadway surface. With work anticipated to impact businesses, residents and commuters night and day over the course of a year, West Jordan City tapped TLG to lead the crucial and significant public involvement effort. Brianne lead PI efforts that included weekly project email updates, responding to frequent project hotline calls, school crossing coordination, door-to-door impact notifications, UDOT Traffic updates, stakeholder meeting facilitation, and daily coordination with City administration.

**Express Lanes Improvement Project Phase I Evaluation (2015 -2016) | Utah | Utah Department of Transportation**

UDOT has an obligation and commitment to the federal government, state legislature, and the public to meet the operational goals of Express Lanes. UDOT's ability to meet its operational goals is affected by the current violation rate of 18%. Recent research of the Express Lanes system suggests combining good enforcement and education techniques, Express Lanes violation rates could be reduced. Under the direction of the UDOT Traffic Operations Center, The Langdon Group was tasked with conducting a study to evaluate potential tools and techniques that could



help reduce the violation rate on Express Lanes. Brianne assisted in designing a thorough research process, conducted a series of internal and external stakeholder interviews, and the analysis of mitigating tools and techniques.

#### **Fare Policy Analysis (2014- 2016) | Utah Transit Authority**

Brianne is currently managing the Fare Policy Analysis project for UTA. This effort involves examining public attitudes, behaviors and perceptions regarding the current UTA fare structure and evaluating potential improvement to help better serve the transit community. Specifically, TLG is tasked with gathering input on the feasibility of a new Distance-Based Fare structure. Brianne has lead the design of a public outreach and evaluation plan that is sensitive to both internal and external UTA stakeholders. Specific tasks include conducting a research process to gather feedback on UTA fares and potential improvements (these efforts include focus groups, stakeholder interviews, telephone survey and on-board survey); Assist with developing potential fare scenarios based on research findings; Create interactive public engagement tool to gather further public feedback on fare scenarios and; Provide UTA with recommendations based on research and public input.

#### **Lane Closure Notification Assessment (2013) | Utah Department of Transportation**

Brianne is currently assisting in an assessment of UDOT's Lane Closure Notification system. Under the direction of the internal UDOT Evaluation Team, Brianne works to gather and evaluate valuable data regarding the current functions and challenges of lane closures occurring on UDOT construction projects. This includes internal and external key person interviews with UDOT, consultants and contractors, as well as collecting and reviewing data via the UDOT Traffic software. The information gained from this assessment will provide a basis for a series of recommendations that TLG will develop to help improve the lane closure notification system for both the UDOT and the public at large.

#### **SR-36 South Mountain Road Intersection Improvements; Tooele, UT (2012) | Utah Department of Transportation**

Brianne handled all day-to-day public involvement efforts for the SR-36 South Mountain Road Intersection Improvement project in Tooele. Located at a busy commuter corridor, this project scope included roadway widening, additional lane striping and drainage improvements. Brianne's responsibilities included handling all stakeholder inquiries, managing a project hotline, coordinating outreach efforts with local residents and businesses, as well as producing and distributing weekly project updates via email and UDOT's Know Where Know Why system.

### **SPECIFIC PROJECT EXPERIENCE**

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- Ogden Canyon Water Pipeline (2013-2014)
- Weber County Emergency Water Plan (2013-2014)
- Park City Municipal Water (2012- 2013)
- SR-36; I-80 to Stansbury Park Resurfacing (2012)
- Wasatch Front Region Council Communications Audit (2011)
- 5400 South and 4700 South & Bangerter Highway Continuous Flow Intersection (CFI) (2010-2011)
- UTA Airport Trax Line Construction (2010)
- UTA West Valley Trax Line Construction (2010)



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