

The Village of Oxford and the Oxford DDA, in partnership with the Michigan Department of Transportation, led the effort to completely Restore M-24. Project outcomes included improved infrastructure, updated streetscape and new pedestrian walkways. This four-mile M-24 Road Reconstruction project is an estimated \$25,000,000 investment and was completed without incurring any additional debt. This project started November 2019 and the bulk of construction was completed in early December 2020.

A significant amount of planning went into the Restore M-24 project by the M-24 Task Force. Leading up to the construction, this group met weekly to lay out plans for the project to go as smoothly as possible for the Village of Oxford residents and business owners. An added challenge for residents and merchants during construction was the global COVID pandemic, requiring a shift in the direction while still fulfilling key goals. Not every endeavor undertaken by this team was a success, but we all worked diligently to ensure that the project ran smoothly, stayed on budget, and was completed on time.

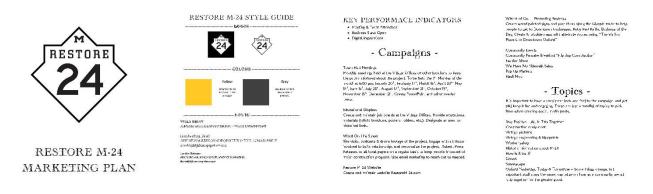
This report documents those plans, the implementation, and the measurable results. The success of this project is a direct result of the preparation on the part of the M-24 Task Force and Village President, Joe Frost. The day-to-day oversight and involvement of the Village Manager, Joe Madore, DDA Director, Glenn Pape, and Communications Liaison, Nicole Rankin in conjunction with MDOT Project Engineer, Brian Travis is what ensured those plans were executed efficiently and effectively.

Restore M-24 Task Force Members

Joe Frost, Village Council President
Joe Madore, Village Manager
Glenn Pape, DDA Director
Nicole Rankin, Communications Liaison
Amy Desotell, Chamber of Commerce
Dorothy Johnston, Johnston Photography
Marie Powers, Home Grown Brewing

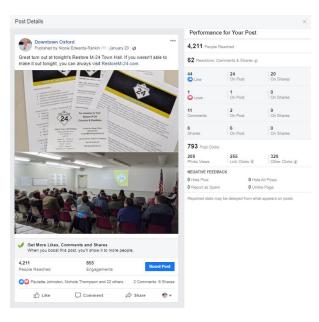
Mike Solwold, Oxford Chief of Police
Pete Scholz, Oxford Fire Chief
Don Brantley, DPW Director
Matt Schuler, Journey Church
Ann Jones, Funky Monkey Toys
Sue Bossardet, Oxford Resident
Brian Cloutier, Oxford Library

Restore M-24 Marketing Guide – This guide lays out the plans of the M-24 Task Force for many of the campaigns as well as the key performance indicators for measuring success. This concise Marketing Guide was created by Communications Liaison, Nicole Rankin.





Business Folder – This folder included information about the project and helpful resources for success during construction created by DDA Director, Glenn Pape and was prepared and hand delivered by Communications Liaison, Nicole Rankin to all Downtown businesses.

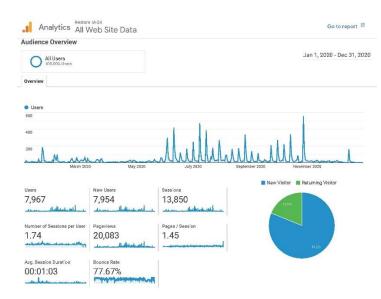


Town Hall Meetings – These meetings were scheduled to be held once a month to keep residents informed and offer an opportunity to ask questions. However, with the success of Word on the Street we decided to not continue after the first few were held. A total of 6 Town Hall Meetings were held. Village Manager, Joe Madore, DDA Director, Glenn Pape, and Communications Liaison, Nicole Rankin presented.

RestoreM-24.com – The Restore M-24 website was created, managed, and updated by Communications Liaison, Nicole Rankin. From the website, users were able to access details about the project, read the Word on the Street Weekly Project Updates, and submit contact form to ask any questions. A total of 52 questions were submitted and answered through the online contact form.







User – Website visitor 7,967

Session – Visits to the website 13,850

Sessions per user – Average number of times a visitor came to the site *1.74*

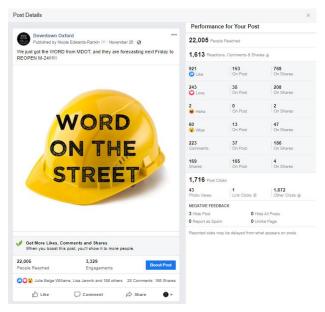
Pageviews – Total number of pages viewed 20,083

Pages/Session – average number of pages a person viewed while on the website *1.45*

Session duration – amount of time someone spent on the site *1.03*

Bounce rate – Percentage of times someone came to the site, and then left 77.67%

Over the course of the project there were 7,967 unique visitors to the website, and each visitor came an average of 1.74 times. Traffic peaks occurred on Wednesdays, which is the same day Word On The Street was published. An average person visited 1.45 pages while on the site.



Word on the Street – This Weekly Blog post kept residents and business owners informed on the progress each week. This was published every Wednesday by Communications Liaison, Nicole Rankin after the weekly meetings hosted by Brian Travis, MDOT Project Engineer. A total of 27 Blog Posts were created and shared on Social Media. An additional 29 updates regarding the project were posted to the Downtown Oxford Facebook Page by Communications Liaison, Nicole Rankin. Performance for each article and

Facebook Post is listed below along with other notable events throughout the project timeline. A key measurement for the effectiveness of any social media campaign is measured by Engagement Rate, or how actively involved the audience is with the content. A 1% Engagement Rate is considered good. For all construction updates our average was 12.72%, meaning our audience very receptive to the information we were sharing as well as the format of the information.

ER - How actively involved the audience is with the content.

R – Reach is the number of people who saw any content from your page.

E - Total engagement is any action someone takes on a post including reactions, comments, shares & clicks.

L - Like, Love, Haha, Care, Wow, Sad, Angry.

S - Shares, C - Comments.

WOTS – Word On The Street Blog Post.

Views - Visits to website

Date	Topic	Results		
11/11/19	Utility Work Update	ER: 10% R: 2216 E: 326 L: 32 S: 18 C: 5		
11/19/19	Utility Work Update	ER: 15% R: 12,138 E: 3204 L: 138 S: 66, C: 55		
12/2/19	Town Hall Event	ER: 7% R: 1673 E: 18, L: 25 S: 0 C: 4		
12/2/19 - Email to local municipalities sent informing them about the construction.				
12/3/19	Letter to Dennison St	Hand delivered to affected		
12/4/19	Town Hall Presentation			
12/4/19	Town Hall Attendance	ER: 19% R: 1541 E: 366 L: 46 S: 2 C: 3		

12/7/19 - Parade - VC hands out Postcard					
12/11/19	Utility Work Update	ER: 8% R: 4259 E: 453 L: 48 S: 18 C: 2			
12/11/19	Letter re: AT&T Stanton Closure	Hand delivered to affected			
12/18/19	Holiday Wishes & link to website	ER: 6% R: 3648 E: 315 L: 67 S: 20 C: 3			
12/26/19	Project update, road closures	ER: 26% R: 11,118 E: 3273 L: 181 S: 43 C: 8			
1/8/20	Utility work, road closures	ER: 12% R: 3708 E: 551 L: 35 S: 15 C: 13			
1/20/20 - Town Hall Presentation					
1/20/20	Town Hall Update	ER: 11% R: 3847 E: 599 L: 60 S: 19 C: 2			
1/20/20	Town Hall Attendance	ER: 15%, R: 4211, E: 855, L: 45, S: 6, C: 11			
1/21/20	Oxford Lakes Traffic	ER: 19% R: 7172 E: 1996 L: 84 S: 38 C: 70			
2/5/20	Business Folder	Hand delivered to all			
2/17/20 - Town Hall Presentation					
2/19/20	Vibration monitoring letter	Hand delivered to affected			
2/27/20	Utility Work Updates	ER: 12% R: 2470 E: 400 L: 21 S: 13 C: 14			
3/2/20	Any Day Now Starting	ER: 1% R: 634 E: 10 L: 7 S: 0 C: 0			
3/6/20	Visit Website	ER: 11% R: 1164 E: 171 L: 28 S: 13 C: 5			
3/13/20 – Schools close, COVID restrictions announced					
3/23/20 – Stay at Home Order goes into effect					
4/13/20	Oxford Strong Video	ER: 11% R: 26,552 E: 3842 L: 1352 S: 235 C: 99			
4/15/20	Construction not starting	ER: 11% R: 4806 E: 722 L: 65 S: 27 C: 17			
4/22/20	Projected Timeline	ER: 32% R: 844 E: 347 L: 59 S: 41 C: 11			
4/24/20	E. Drahner Closure announced	ER: 11% E: 7812 E: 1251 L: 72 S: 61 C: 55			
4/27/20	Vibration monitoring letter	Mailed to affected			
4/27/20 – Town Hall Presentation					
4/29/20 - Construction begins					
4/29/20	WOTS - 56 Views	ER: 13% R: 832 E: 148 L: 28 S: 15 C: 5			
5/6/20	WOTS - 60 Views	ER: 12% R: 565 E: 93 L: 12 S: 13 C: 0			
5/13/20	WOTS - 50 Views	ER: 6% R: 643 E: 50 L: 9 S: 5 C: 0			
5/18/20 – Town Hall Presentation					
5/20/20	WOTS – 99 Views	ER 6% R: 640 E: 53 L: 4 S: 2 C: 1			
5/27/20	WOTS – 247 Views	ER: 9% R: 904 E: 122 L: 16 S: 6 C: 0			
5/29/20 - R	5/29/20 - ReOpen Kits distribution begins posted 8 times on social media				

6/2/20	Join Us In Oxford Video	ER: 5% R: 11,000 E: 1175 L: 375 S: 81 C: 32		
6/2/20	Construction starts tomorrow	ER: 19% R: 2022 E: 567 L: 29 S: 79 C: 8		
6/3/20 – Main Detour Route in effect				
6/3/20	WOTS - 383 Views	ER: 14% R: 2963 E: 588 L: 42 S: 20 C: 25		
6/10/20	WOTS - Views 749	ER: 21% R: 5389 E: 1580 L: 118 S: 30 C: 33		
6/17/20	WOTS - 280 Views	ER 20% R: 3770 E: 1082 L: 144 S: 22 C: 17		
6/18/20	Detour Maps – Best Routes	ER: 7% R: 10,149 E: 1000 L: 283 S: 70 C: 21		
6/24/20	WOTS - 328 Views	ER: 9% R: 3324 E: 398 L: 74 S: 16 C: 11		
7/1/20	WOTS - 461 Views	ER 13% R: 2884 E: 464 L: 30 S: 13 C: 1		
7/8/20	WOTS - 781 Views	ER 14% R: 4391 E: 816 L: 61 S: 24 C: 6		
7/15/20	WOTS - 675 Views	ER: 13% R: 4068 E: 708 L: 37 S: 26 C: 11		
7/20/20	Announcing E. Burdick Closure	ER: 11% R: 18,478 E: 3207 L: 211 S: 165 C: 203		
7/20/20 - Town Hall Presentation				
7/22/20	WOTS - 389 Views	ER 9% R: 3023 E: 341 L: 29 S: 14 C: 6		
7/23/20	Catch basin	ER: 17% R: 6612 E: 1550 L: 225 S: 19 C: 21		
7/25/20 - E	. Burdick closure begins for 2 weeks			
7/29/20	WOTS - 588 Views	ER: 14% R: 3612 E: 705 L: 46 S: 21 C: 1		
8/5/20	WOTS - 235 Views	ER: 14% R: 1299 E: 262 L: 12 S: 2 C: 7		
8/6/20	Delay in Work	ER: 10% R: 9374 E: 1180 L: 167 S: 79 C: 50		
8/11/20	Johnston Photography Work Pic	ER: 14% R: 5174 E: 1143 L: 267 S: 30 C: 36		
8/12/20	WOTS - 345 Views	ER: 11% R: 2441 E: 392 L: 58 S: 9 C: 4		
8/19/20	WOTS - 373 Views	ER: 10% R: 2678 E: 331 L: 16 S: 9 C: 2		
8/25/20	Even MDOT Shops Oxford	ER: 9% R: 953 E: 107 L: 32 S: 0 C: 0		
8/26/20	WOTS - 617 Views	ER: 18% R: 4243 E: 1116 L: 137 S: 18 C: 20		
9/2/20	Rear entrance to Marketplace	ER: 16% R: 3982 E: 867 L: 79 S: 12 C: 17		
9/2/20	WOTS - 314 Views	ER: 11% R: 3996 E: 609 L: 38 S: 20 C: 14		
9/9/20	WOTS - 243 Views	ER 16% R: 1343, E: 287, L: 27, S: 5, C: 4		
9/16/20	WOTS - 122 Views	ER: 7% R: 564 E: 44 L: 5 S: 1 C: 0		
9/19/20	Gas leak update	ER: 13% R: 4211 E: 783 L: 95 S: 34 C: 29		
9/23/20	WOTS – 367 Views	ER: 9% R: 4075 E: 495 L: 31 S: 30 C: 13		
9/25/20	MDOT pushes back finish date	ER: 16% R: 2452 E: 565 L: 31 S: 10 C: 18		
9/26/20 – W. Burdick intersection closure				

9/30/20	WOTS - 535 Views	ER: 13% R: 3245 E: 566 L: 56 S: 19 C: 9		
10/7/20	WOTS - 348 Views	ER: 13% R: 3289 E: 580 L: 40 S: 16 C: 0		
10/14/20	WOTS - 681 Views	ER: 17% R: 3168 E: 849 L: 36 S: 13 C: 22		
10/16/20	Johnston Photography Work Pic	ER: 15% R: 2937 E: 589 L: 218 S: 19 C: 19		
10/21/20	W. Burdick delay	ER: 4% R: 3108 E: 162 L: 30 S: 25 C: 9		
10/22/20	WOTS - 351 Views	ER 9% R: 2738 E: 263 L: 8 S: 13 C: 4		
10/24/20 - W. Burdick reopens				
10/28/20	WOTS - 1231 Views	ER: 14% R: 5658 E: 1187 L: 45 S: 30 C: 31		
10/30/20 - W. Burdick St. closure failure 700 tons of asphalt				
11/2/20 - Communications Liaison in quarantine 4 messages to website about WOTS				
11/18/20 COVID Pause to Save Lives				
11/25/20	Reopening Announcement	ER: 9% R: 22,040 E: 3329 L: 1226 S: 169 C: 223		
12/4/20 - M-24 Reopens				
12/16/20	WOTS – 257 Views	ER: 13% R: 2491 E: 454 L: 54 S: 15 C: 10		

Detour Maps – These maps were created by Communications Liaison, Nicole Rankin to provide the community with details about the main detour route as well as temporary routes that would be used during the construction project. These were shared on Facebook, used at Town Hall Presentations, and displayed at the Village Offices.



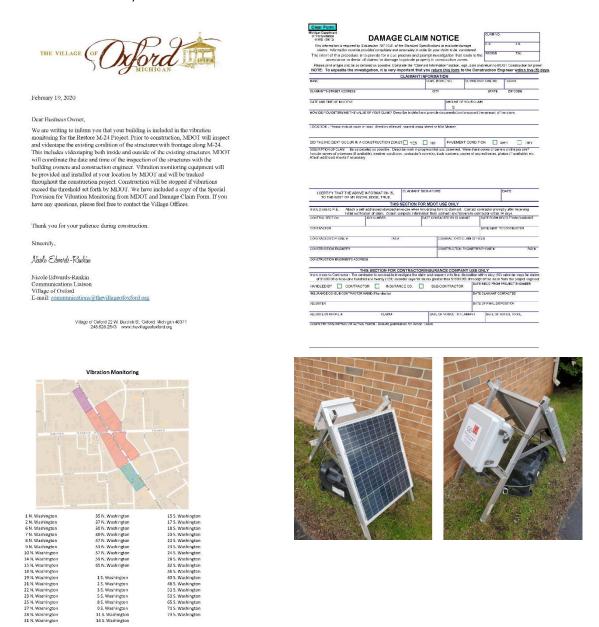








Vibration Monitoring – Because of the Historic Buildings in Downtown Oxford, extra measures were taken to maintain the integrity of the buildings. All business owners were contacted, the process was explained, and this effort was coordinated by the Communications Liaison, Nicole Rankin with MDOT.



Letters to Residents & Neighboring Communities – For specific work areas we informed residents or business owners of the work and how it could affect them. An email was sent to the surrounding municipalities to inform them about the construction project.

Wizard of Ox - This campaign was designed by DDA Director, Glenn Pape, Communications Liaison, Nicole Rankin, M-24 Task Force, and DDA Promotions Committee to support the Local Merchants during construction by directing traffic and encouraging sales. Communications Liaison, Nicole Rankin created all collateral and graphics associated with this campaign, distributed to merchants, collection of interested businesses for signage, sign layout, and posting on social media. Village Manager, Joe Madore coordinated the installation of the Wayfinding Signs with DPW Director Don Brantley. Unfortunately, just as we began promoting this campaign COVID hit and we were forced to retool it. Dorothy was not able to make her scheduled appearances Downtown. The Wayfinding portion of this project was fulfilled including posting best routes on social media to encourage shopping Downtown.









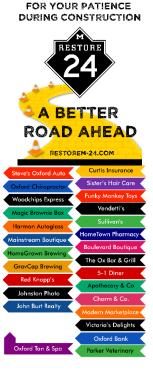




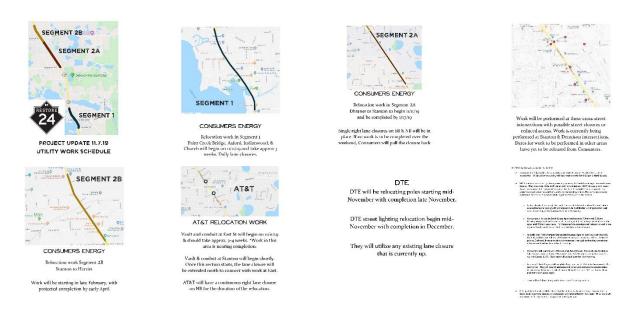




THANK YOU



Utility Work Update – Prior to the start of the road reconstruction, Utility companies preformed their infrastructure updates. This update shows where work locations would be, road closures and an anticipated timeline. This information was provided to the Village & DDA in an email, Communications Liaison, Nicole Rankin created this to explain each of the work areas and timelines in a simplified graphic format.



Additional Marketing & Promotion

Village Council in the Christmas Parade - This postcard was designed by Communications Liaison, Nicole Rankin and the members of the Village Council handed it out at the Annual Christmas Parade 2019.



Beginning in 2020, MDOT in partnership with the Village of Oxford DDA will lead the effort to completely RESTORE M-24, improving infrastructure, streetscape and pedestrian walkways.

Here are some tips to prepare you for the project.

Stay informed & Make a Plan

Even Santa makes a list and checks it twice. Construction will cause delays, and a daily work commute or even a drive to Downtown will take extra time. Know where road closures are, detour routes and how much extra time to plan for your drive.

Be Patient & Kind

Santa's always watching, and he knows who's naughty and who's nice. The construction project will affect us all. Be considerate of fellow drivers and construction workers. Remember we are all in this together, and our "gift" arriving next year is A Better Road Ahead.

For more information visit RestoreM-24.com

#LoveOxford - As part of Main Street Oakland County, Oxford participated in the countywide crowdfunding project – a first in the nation. Communications Liaison, Nicole Rankin created 4 yard sign designs and 100 signs were placed in Centennial Park. The signs were a gift to the community, but we encouraged donations in exchange for taking a sign. The first 100 signs were gone within a matter of hours and a second 100 signs were ordered and again placed in the park. We raised \$5275 which was matched with an additional \$4000 from Main Street Oakland County. A generous donation of \$1600 was made by Clark & Leslie Harris. We were able to fund 18 micro-grants for Downtown Oxford DDA Businesses.









While we are all struggling with staying home, our local businesses are struggling to stay open.



The Oxford DDA is diligently working to get relief dollars into the hands of our small businesses. But it's going to take more to keep these businesses affoat during these difficult times.

You can help by Staying Home & Shopping Local

Getting takeout from a local restaurant Shopping online at our local businesses Buying gift certificates to use later

stay loyal to local * support your community









#OxfordStrong - Prior to the road reconstruction project beginning in March of 2020 the global pandemic of COVID shut down Oxford as well as the rest of the world. A collaboration of Village President, Joe Frost, local photographer Dorothy Johnston, and Communications Liaison, Nicole Rankin the first video was created to inspire and support the community reminding them we are #OxfordStrong. Once businesses began to resume and construction loomed on the horizon a second video was created to again inspire and support residents and business owners inviting everyone to Join Us In Oxford.

OxfordStrong



Watch the video here: https://youtu.be/HIHbCDklgEA

This video reached 26,552 people, had 3842 engagements, 1352 likes, 235 shares, and 99 comments. It reached a nationwide audience.

Join Us In Oxford



Watch the video here: https://youtu.be/NUX4MQyLPho

This video reached 11,000 people, had 1175 engagements, 375 likes, 81 shares, and 32 comments. It reached a countywide audience.



5-1 Diner 51 S. Washington - 248-572-7600 Website - Tacebook

Casa Real Evergreens Coffee

Men - Prio AM - 6 PM Sur 7 AM - 7 PM Sun 7 AM - 2 PM Fuel Nutrition
Washington 148 286 4211 Hot. Rd R AX: 4 PM Sul/Sun 10 PM - 2 PM

Golden Dragon

GravCap Brewing 14 N. Washington - 243-628-3379

Jet's Pizza San - Thors to AM - 10 PM FelNat 10 AM - 11 PM

Magic Brownie Box 40 N. Washington 243 800 4101 Websitz - Eacebook

MI Kabob

51 S. Wushington - 248-572-7136 Tacebook

Red Knapp's Grill

| HomeGrown | Sullivan's Public House | Victoria's Delights | 20 N. Wahingon - 244-500-424 | 20 N. Wahingon - 244-500-424 | 20 N. Wahingon - 244-500-427 | 22 N. Wahingon - 244-500-437 | 23 N. Wahingon - 244-500-437 |

Thai Pho Bit S. Washington - 248-236-2205 Website Facebook Mor. - Thorn H.AM - 839-FM Fit H.AM - 239-FM The OX Sushington 248 236 0380 Website - Facebook

Woodchips Express 60 N. Washington - 248-572-Websitz Facebank Mot. - Sut. 11 AM - 9 FM

Mon-Sun 11 AM -9 PM

Vendetti's 33 N. Weshington - 248-6 Websta - Tacebool

Take Out Oxford – Take Out Tuesday promoting local restaurants. Graphics created by Communications Liaison, Nicole Rankin. Posted and boosted by DDA Director, Glenn Pape

Social Media Posts & Resources – Throughout the construction project merchant's posts from their business Facebook pages were shared directly to the Downtown Oxford Facebook Page. Businesses were either individually or collectively promoted approximately 300 times through the Downtown Oxford's Facebook Page from January to December 2020. The Downtown Oxford page has 4731 page likes, 5140 followers, and an average organic post reach of 8000 people. Additionally, 12 promotional videos were created by Communications Liaison, Nicole Rankin and promoted with FB Marketing dollars by DDA Director, Glenn Pape. During the 2020 calendar year, approximately 90 posts were made to Facebook with resources, business support, and grant information for small business owners as well. In June, the DDA in partnership with Main Street Oakland County had a COVID Strategy Webinar with presenter, Jon Schallert. ReOpen Kits provided by Oakland County were coordinated and distributed by DDA & Village Office Staff.

0:19



#LoveLocal Caveman&Pip-...

16 weeks ago - 3,3K Views



#ShopOxford











Downtown Oxford GravCap Brewing ... 14 weeks ago-617 Views



Raise a glass in Oxford Sullivan's Public House, GravCap Brewing, The... 14 weeks ago · 1.9K Views



Dining + Drinks + Downtown Oxford = Happy Hour Sullivan's Public House,...



Delicious is only a phone call away! Take Out Oxford 4 weeks ago - 232 Views **(100%)** 16



Fall in love with Oxford - #ShopOxford #LoveLocal Modern Marketplace, LLC... **OO** 16