#### DOT&PF staff, your communications team is proud to introduce







a set of tools to connect Alaskans to construction information

### WHAT IS IT? Alaska Project Exchange tools are:

- Updated traffic information at 511.alaska.gov
- Interactive construction mapper and website at
  dot.alaska.gov/construction

### What's different this year?

- Alaska Navigator has retired
- 511 updates are automatically uploaded
- Extra support for social media
- Increased outreach to rural communities

**Questions?** 

## REAL PROPERTY OF ALL MARK

Contact your communications team or Shannon McCarthy at shannon.mccarthy@alaska.gov

# **BUT WHY?**

### (Thanks for asking!)

In the past we've done a good job telling people about construction **traffic impacts**, but not so good at talking about what we're constructing and why it's important.

APEX streamlines traffic info and provides more about the **what** and the **why** with a consistent statewide approach.