



## **NB I-710 Connector Closure/Demo:** Digital Communications Tool Kit

This digital communications tool kit provides copy-ready content as well as graphics to communicate the upcoming NB I-710 connector ramp detour and demolition. The kit provides different types of content so that you may choose text and images that best resonate with your constituents and post information to any of your social media platforms, share it with larger email distribution lists, or distribute it through any other channels of communication. Please consider tagging the Gerald Desmond Bridge Replacement Project (@newgdbbridge), sharing our website (newgdbbridge.com), or including #NB710ConnectorDetour in your posts so that we can easily track engagement and audience reach.

Thank you for your help sharing information about this upcoming detour and demolition. With this last major closure, we are very excited to be heading into the home stretch of bridge completion.



## PROJECT INTRODUCTION

*June 11: Permanent closure of NB I-710 Connector Ramp*

*July 4-7: Temporary closure of SB Harbor Scenic Drive, Ocean Blvd off-ramp to Pico Ave, and Pier E connector ramp to downtown Long Beach*



*Graphic: NB I-710 Connector*

The connector ramp from eastbound Ocean Boulevard to northbound I-710 will be closed permanently on June 11, 2018 by 6 a.m. The ramp will be demolished as part of the Gerald Desmond Bridge Replacement Project to enable the construction of a new ramp, which is expected to be completed in mid-2019.

Traffic traveling on eastbound Ocean Boulevard that is headed to the northbound I-710 will be diverted briefly onto surface streets. Motorists will exit onto northbound Pico Avenue and will drive for approximately one-half mile to the I-710 on-ramp at Pier B/9th Street. Detour signs will be posted. Traffic heading east into downtown Long Beach will continue to use the current southbound Pico Avenue exit.

This detour is the last major closure for the Bridge Replacement Project. We sincerely appreciate everyone's patience and understanding during this significant infrastructure improvement project.



## Gerald Desmond Bridge Replacement Project

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Graphic: NB I-710 Connector Permanent Detour Map

To facilitate the demolition of the northbound I-710 connector ramp, southbound Harbor Scenic Drive will be closed for four days only, from July 4-7, 2018. Two detour routes are recommended for motorists heading to the Queen Mary during that time. For the primary detour, head south on I-710, exit to Shoreline Drive and turn right onto Queens Way, then follow the signs to the Queen Mary. If you miss Shoreline Drive headed south on I-710, take the alternate detour and exit at Pico Avenue, turn right heading south, turn left onto South Harbor Scenic Drive, then follow signs to the Queen Mary.

During this 4-day closure, the westbound Ocean Blvd off-ramp to Pico Avenue and Pier E connector ramp to downtown Long Beach will be closed, too. If you are traveling east from Terminal Island into the city, exit at Pico Avenue, turn left headed north, turn right onto 9th Street, continue on 10th Street, then take the downtown on-ramp onto Shoreline Drive (see orange line on map).



Graphic: July 4 Detour Map



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### FACEBOOK

This section offers sample posts and graphics for Facebook:

**LONG-TERM CLOSURE:** On June 11, the northbound I-710 connector ramp from eastbound Ocean Blvd will be permanently closed to enable construction of the new ramp. The detour will divert traffic to northbound Pico Ave. for approximately one-half mile before rejoining the northbound I-710 at Pier B/9th St. For more information, please visit: <https://bit.ly/2JYJOdQ>



Graphic: Facebook and Instagram Closure Announcement

Reminder: On June 11, the NB I-710 connector ramp from eastbound Ocean Blvd will be permanently closed to enable construction of a new ramp. This map shows the detour route for any traffic heading northbound. Traffic heading east into downtown Long Beach will continue to use the current southbound Pico Avenue exit. For more information, please visit:

<https://bit.ly/2JYJOdQ>



Graphic: NB I-710 Connector Permanent Detour Map





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To facilitate the demolition of the northbound I-710 connector ramp, southbound Harbor Scenic Drive, and the westbound Ocean Blvd off-ramp to Pico Avenue and Pier E connector ramp to downtown Long Beach, will be closed for four days only, from July 4-7, 2018. Several detour routes are recommended for motorists heading to the Queen Mary or downtown Long Beach during that time, which can be seen on this map, or described in detail on our website:

<https://bit.ly/2KuzJW8>



Graphic: July 4 Detour Map



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### INSTAGRAM

This section offers sample posts and graphics for Instagram:

**LONG-TERM CLOSURE:** On June 11, the northbound I-710 connector ramp from eastbound Ocean Blvd will be permanently closed to enable construction of a new ramp. The detour will divert traffic to northbound Pico Ave. for approximately one-half mile before rejoining the northbound I-710 at Pier B/9th St. For more information, please visit: <https://bit.ly/2JYJOdQ>



Graphic: Facebook and Instagram Closure Announcement

Reminder: On June 11, the NB I-710 connector ramp from eastbound Ocean Blvd will be permanently closed to enable construction of the new ramp. This map shows the detour route for any traffic heading northbound. Traffic heading east into downtown Long Beach will continue to use the current southbound Pico Avenue exit. For more information, please visit: <https://bit.ly/2JYJOdQ>



Graphic: NB I-710 Connector Permanent Detour Map



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To facilitate the demolition of the northbound I-710 connector ramp, southbound Harbor Scenic Drive, and the westbound Ocean Blvd off-ramp to Pico Avenue and Pier E connector ramp to downtown Long Beach, will be closed for four days only, from July 4-7, 2018. Several detour routes are recommended for motorists heading to the Queen Mary or downtown Long Beach during that time, which can be seen on this map, or described in detail on our website:

<https://bit.ly/2KuzJW8>



Graphic: July 4 Detour Map



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### TWITTER

This section offers sample posts and graphics for Twitter:

On June 11, the NB I-710 connector ramp from EB Ocean Blvd will be permanently closed to enable construction of a new ramp. The detour will divert traffic to NB Pico Ave. for one-half mile before rejoining the NB I-710 at Pier B/9th St. For details, visit: <https://bit.ly/2JYJOdQ>



*Graphic: Twitter Closure Announcement*

REMINDER: On June 11, the NB I-710 connector ramp from EB Ocean Blvd will be permanently closed. Traffic traveling on EB Ocean Boulevard that is headed to the NB I-710 will be diverted briefly onto surface streets – see map.



*Graphic: NB I-710 Connector Permanent Detour Map*



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To facilitate the demolition of the NB I-710 connector, SB Harbor Scenic, the WB Ocean Blvd off-ramp to Pico Ave, and the Pier E connector ramp to downtown Long Beach will be closed from 7/4-7/7. For detours to the Queen Mary or downtown Long Beach, visit:

<https://bit.ly/2KuzJW8>



Graphic: July 4 Detour Map