



March 19, 2021  
The Honorable Pete Buttigieg  
Secretary of Transportation  
U.S. Department of Transportation  
1200 New Jersey Avenue S.E.  
Washington, D.C. 20590

**Re: Support for the Columbus Crossroads INFRA Application**

Dear Secretary Buttigieg:

On behalf of Warhol & WALL ST., I am writing this letter to express our strong support and to reinforce the strong regional support for the joint City of Columbus and Ohio Department of Transportation (ODOT) INFRA grant application for Phase 4 of the Columbus Crossroads project.

Warhol & WALL ST. (W&W) is an experienced Columbus-based public engagement firm and creative agency that unites people through shared experiences. Since 2011, we've helped brands engage with people, community, moments, and popular culture in award-winning ways.

W&W have maintained a heavy presence in Columbus with clients including COTA, the Ohio Department of Health, the Ohio Department of Public Safety, and Experience Columbus. We were the Creative Directors of the Smart Columbus Linden Public Engagement campaign, where we led the strategy to increase community engagement. We also served as Community Engagement Specialists for the Short North Parking Study, where we helped create strategies within the Public Involvement Plan to gain public interest and feedback from Short North residents, businesses, and visitors to inform the plan to change parking zones, rules and pricing. We also worked with the Department of Public Safety, leading the efforts to help create awareness of the ongoing efforts to improve relations between police and community across the State of Ohio.

As the Creative Directors of the Smart Columbus Linden Public Engagement campaign, we helped lead the community engagement strategy to get involvement from the community in the development of all Smart technology initiatives aimed at the Linden neighborhood. Through our CO-C.R.E.A.T.E innovation sessions, we helped Smart Columbus engineers and officials learn from the public the pros, cons, and suggestions on how to best integrate their proposed initiatives into the Linden community. In turn, this helped Linden residents better understand the Smart Columbus Program

We deliver, D.ope Creative | A.uthentic Content | M.eaningful Experiences | N.otable Human Results. Clients love that we help them intentionally connect with their audiences in relevant ways, through influential moments in culture. Our approach, our team, and our agency culture, is rooted by connected people, for building intentional brand relationships, and through the communities in which we engage.

Columbus Crossroads is a community-led \$1.3 billion, multi-phase project to transform the crossroads of Interstates 70 and 71. The project improves one of the key corridors of the National Primary Highway Freight System; while at the same time leveraging this infrastructure investment to help restore and reconnect communities that were adversely impacted, first by



redlining and second by constructing I-70 and I-71. Current and future phases of work, including Phase 4, from this multi-phase project are now integrated within ODOT's Downtown Ramp Up construction project.

Phase 4 is a \$230 million sub-phase focused on the freeway mainline in the physical overlap of I-70 and I-71; as well as the surface streets surrounding it, and the bridges spanning it. The freeway mainline in the overlap serves commuter traffic from across the state and freight traffic from across the nation. The overlap carries 130,000 vehicles per day – including 17,100 commercial vehicles – and exceeds its design capacity by 50,000 vehicles. As a result, this area contains three of Ohio's top ten freeway crash locations. The overlap's trench also creates a physical barrier between Downtown Columbus and the neighborhoods south of the overlap. While this major investment will replace obsolete highway infrastructure, Columbus Crossroads will also restore connections, build ladders of opportunity, transform communities, and revitalize Downtown Columbus and surrounding neighborhoods.

ODOT, the City of Columbus, the Mid-Ohio Regional Planning Commission (MORPC), and a diverse group of community stakeholders and business entities have collaborated over the last decade to develop and implement this comprehensive vision. Before I-71 was built in the 1960s, the King-Lincoln District bustled with 63,000 people and was the center of culture, commerce, civic life, and church in the African American community. By 2000, the neighborhood had dwindled down to just 16,000 residents, only 21 percent of the people in this area owned their homes, one in 5 were out of work, and nearly half lived in poverty. In 2014, Phase 1 of the Columbus Crossroads project restored the connection to the King-Lincoln District with the Long Street Bridge and Cultural Wall – one of the most revered pieces of infrastructure in all of the City. In 2016, USDOT believed that the Columbus Crossroads Project was of such national significance that the Long Street Bridge and Cultural Wall was featured on the cover of the FY2017 USDOT Budget. Then Secretary Anthony Foxx wrote, "This effort to reconnect and revitalize a community divided by past transportation policies is a compelling example of how transportation can create or eliminate opportunity gaps in our Nation."

Phase 4's bridge and surface street components continue this tradition, as the sub-phase is focused on restoring connections across the interstate to Southside neighborhoods as well as improving the built environment surrounding the project area. This phase will include planting new street trees throughout the project area; supporting new EV charging stations along the NHS; constructing a cap on both sides of the High Street bridge and the Third Street bridge; and adding improved bicycle and pedestrian facilities to the Fourth Street bridge. The City and ODOT will also do extensive engagement and provide locations within the project limits for public art that are meaningful to the community. Furthermore, Phase 4 complements the \$28 million the City is investing in Livingston Avenue to build complete streets, improve safety, and provide better access to both Southside neighborhoods and Nationwide Children's Hospital, which is one of the top children's health facilities in the nation.



We respectfully request that the U.S. Department of Transportation consider the importance of these improvements to the restoration of our communities, the prosperity of our region and state, and the resiliency of the national interstate highway system; and we urge your consideration of the application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christopher Jones', written over a horizontal line.

Christopher Jones, COO  
Warhol & WALL ST.