



## THE BAY BRIDGE WILL BE CLOSED LABOR DAY WEEKEND 2009



Caltrans District 4 Photography

### Construction Crews to Perform Amazing Aerial Construction Feats

The sky's the limit this Labor Day weekend, when the San Francisco-Oakland Bay Bridge will close to allow essential and unprecedented construction 150 feet above Yerba Buena Island. This work is part of the Bay Bridge Seismic Safety Projects, which are designed to bring the entire structure up to current earthquake standards.

While most of the Bay Area will be catching up on rest and relaxation during the holiday, workers will be laboring throughout the weekend. They will first cut and slide out a 300-foot-long, 3,200-ton section of the bridge, and then will move in a 3,600-ton section that will connect the original East

Span to a short detour. Traffic will travel on the detour for the next few years as workers build a transition structure that will connect the parallel decks of the new East Span to the double-deck alignment of the Yerba Buena Island tunnel and West Span.

During the closure, motorists are encouraged to take public transit and/or alternate driving routes. Residents and visitors will have numerous alternatives for getting around the Bay Area while the Bay Bridge is closed.

Motorists should allow extra time for travel and use of other bridges, including the Golden Gate, Richmond-San Rafael, San

Mateo-Hayward and Dumbarton bridges. The public can find the latest information on transportation alternatives by calling **511** or visiting **511.org**.

Taking advantage of historically light traffic on the bridge during the holiday weekend helps minimize disruptions to motorists, residents and businesses. When the Bay Bridge was closed during Labor Day weekends in 2006 and 2007, vital and complex seismic retrofit work was successfully completed ahead of schedule, thanks to the community's cooperation.

(continued)



We are asking the Bay Area once again to rally around this vital work on the Bay Bridge, and help bring the new East Span one step closer to reality.

When the bridge reopens, drivers will travel on the detour at slower speeds until the new East Span opens. The new roadway alignment will require traffic to slow down to 40 mph on the detour.

Worker and public safety is the paramount priority. This year's construction is more susceptible to weather than previous closure-related work. With workers toiling 150 feet in the air, this year's Thursday evening start should provide ample time to complete this complex operation safely should weather become a concern.

The Internet has played a starring role in educating and informing the public, who can learn more about the bridge closure and the vital seismic retrofit work being performed at [www.BayBridgeInfo.org](http://www.BayBridgeInfo.org). Not only has the project team leveraged the project Web site to provide in-depth information via videos, computer simulations and fact sheets, it has connected with hundreds of interested people through social media tools. For example, the Bay Bridge is now on Twitter, where followers can keep up with construction that weekend thanks to up-to-the-minute construction updates, and will be among the first to know when the bridge will reopen.

To see how the Seismic Safety Projects are leveraging the Internet, take a peek inside.

**Stay Informed! Visit us at**  
**[BayBridgeInfo.org](http://BayBridgeInfo.org)**



After bridge is closed, section is cut.



Section is slid away.



New section is slid into place, connecting existing bridge to detour.



Joints are connected and grouted and the bridge is reopened



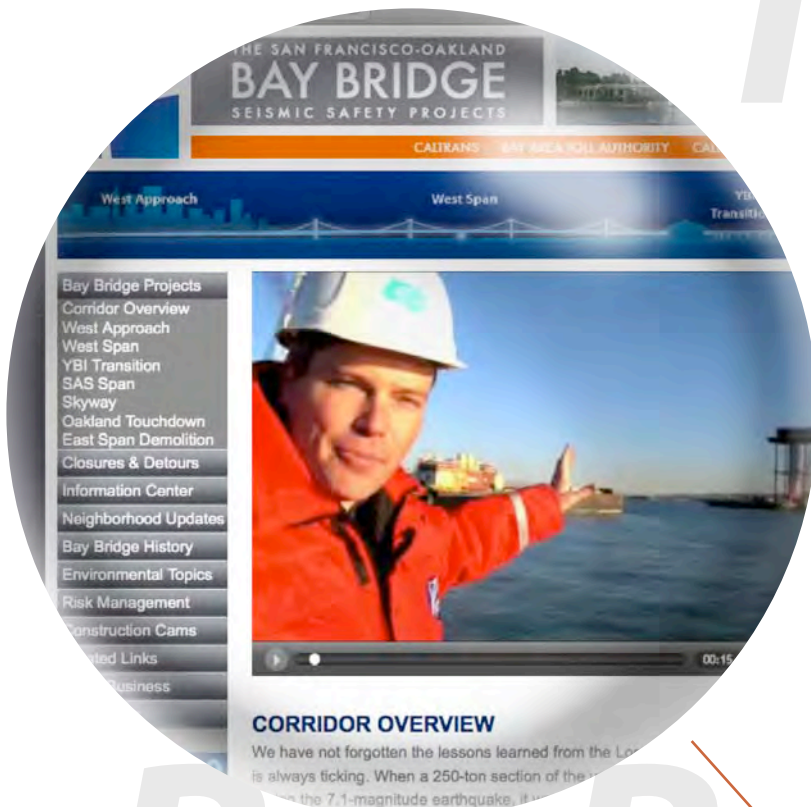
# THE BAY BRIDGE ONLINE

*The seismic retrofit of the San Francisco-Oakland Bay Bridge has to be seen to be believed. And that is just what these online resources provide, a stunning front-row seat to the largest public works project in California history. From showing spectacular videos showcasing amazing construction activity to 3D interactive models, the Internet is transforming how the Bay Bridge informs and inspires audiences around the world and in its own backyard.*

## Twitter

Twitter sends out short bursts of information to users, whether at home or on the go with their mobile devices. Followers of the Bay Bridge's Twitter feed can then share those updates with their followers.

The Bay Bridge will be taking full advantage of Twitter's viral appeal with live updates throughout Labor Day weekend, including letting Twitter followers be among the first to know when the bridge will reopen. Follow the Bay Bridge at: [\*\*twitter.com/baybridgeinfo\*\*](https://twitter.com/baybridgeinfo)



## BayBridge360.org

This Webby Award-winning site is replete with rich media, letting bridge enthusiasts and the merely curious watch up-close videos and slideshows of astonishing construction activity that the public rarely gets to see.

An innovative graphical interface allows visitors to zoom in and out of sections of the bridge to watch footage of the extraordinary construction taking place right now. The complexity of the work has to be seen to be believed, and viewers now have that unique opportunity at [\*\*BayBridge360.org\*\*](http://BayBridge360.org)



### **BayBridgeInfo.org**

The Bay Bridge's main Web site offers everything anyone would want to know about the Seismic Safety Projects. *BayBridgeInfo.org* provides a rich and deep reservoir of history and information, including project overviews, environmental protection efforts and live construction cameras.



## YouTube

The Bay Bridge has recently created its own channel on YouTube, the most popular video Web site in the U.S., and the fourth most popular site overall. With 99 million unique visitors, YouTube now offers much of the same stunning videos and computer simulations on BayBridge360.

For YouTube users looking for a glimpse of how the Bay Bridge is being transformed into a worldwide icon, just visit [youtube.com/BayBridgeInfo](http://youtube.com/BayBridgeInfo)



## Google Earth

The inclusion of the new Bay Bridge in Google Earth — which allows users to view satellite images, maps, terrain and 3D images — marks a watershed moment for the popular program, as it is the first time a construction program has been featured.

The finished sections of the new East Span appear next to the original East Span, while sections that have yet to be built (such as the Self-Anchored Suspension Span) appear transparent. Visitors can take a 3D tour of the bridge from any and every angle, and visitors will be able to do things on Google Earth's Bay Bridge that they can't do in real life — like climbing to the top of the suspension bridge's 525-foot-tall tower.

Download Google Earth at [earth.google.com](http://earth.google.com)



## A Message from Bart Ney, Bay Bridge Public Information Officer

Greetings, and welcome to our latest issue of Bay Bridge News (BBN), the official newsletter for the seismic retrofit of the San Francisco-Oakland Bay Bridge. It has been a while since our last issue and I must say we have been busy both on the construction site and here in our communications office.

In this issue you will see that we are preparing for our biggest construction operation to date on the bridge, when we will close the structure for four days while we make history moving nearly 7,000 tons of steel that is perched 150 feet above Yerba Buena Island. We are also very excited about recent improvements we have made to keep information about the construction of our "World Class Bridge" flowing to you. This issue of BBN is designed as a users guide to our new online content.

Our Web site has gone through a major upgrade, adding a new section called **BayBridge360**. Here, you can screen the latest episodes of our new show by the same name, which features three- to six-minute mini films on our project. You also can get all kinds of media information such as official project photography, concept animations and computer renderings. Our team is working hard to make this the best construction project Web site ever; we recently won the prestigious Webby Award for "Best Government Web Site" in 2009.

We also are engaging social media with our new **Twitter** feed and **YouTube** channel to carry our story swiftly to a broad audience. We are really excited about the future as we begin to erect the world's largest Self-Anchored Suspension bridge — and through a new partnership with **Google Earth** we will be showing the process to the world in the first ever "real time" 3D construction online event. This effort will marry our efforts in the real world with fantastic virtual and photographic imagery never before attempted this way on the Web.

With all this amazing Internet and digital wizardry you might wonder what the future holds for our beloved Bay Bridge Newsletter. Well, fear not faithful reader, as "BBN" will continue through to the completion of the project and is heading for its own retooling. We've got a history here together and our numbering and volume system will remain intact as we become primarily a digital newsletter allowing faster access to related information on our award-winning Web site. Of course, to those of you who love to hold the printed version, it will continue to be available as a download or upon request from our Public Information Office in Oakland, Calif.

Stay tuned construction fans – the new Bay Bridge construction effort is hitting its stride!

**Bart Ney**  
Public Information Officer  
San Francisco-Oakland Bay Bridge



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