

34th Street Reconstruction Community Outreach Summary



The 34th Street Reconstruction Project public outreach team has worked for several months generating materials and reaching out to affected stakeholders to share information about the upcoming reconstruction of 34th Street from the bridge at Shoal Creek to West Avenue. Outreach has been useful in identifying and addressing issues from the community such as why this project is needed, how businesses and residents will be impacted during construction, and construction timing.

An extra effort has been made to inform Shoal Creek Trail users about the project and the planned trail detour.

Neighborhood and Residential Outreach

The project team began reaching out by phone and email to neighborhood associations along the project limits. We have shared project information, a project fact sheet (including information about the trail detour), website information, and information on how to receive email updates with 11 neighborhood groups. The team has met with those neighborhood associations who requested meetings and have worked to answer questions and provide information to members. The team also attended a meeting of Bryker Woods Neighborhood Association and was able to visit one on one with residents from that group.

Neighborhood Association Meetings Attended:

- Bryker Woods Neighborhood Association

Meetings with Neighborhood Association Board Members:

- Bryker Woods Neighborhood Association
- Heritage Neighborhood Association
- West 31st Street Creekside Neighborhood Association

Outreach via Telephone and Email:

- North University Neighborhood Association
- West 31st Street Creekside Neighborhood Association
- Rosedale Neighborhood Association
- CANPAC
- Shoal Crest Neighborhood Association
- Pemberton Heights Neighborhood Association
- Oakmont Heights Neighborhood Association
- West Austin Neighborhood Group
- Ridgelea Neighborhood Association

Outreach Summary Table	No. Reached
Neighborhood Associations	11
Residential and Business Postcard Mailing	3400+
Business Visits	30+
Letters to Property Owners	23
Stakeholder Meetings	17
Email Update Distribution to Date	93

Resident and Business Postcard Mailing: The team mailed a project notification postcard to more than 3400 businesses and residences in the project area.

Property Owner Mailing: The team mailed letters to 23 property owners along the project limits to announce the project, share information about email updates, and share team contact information.

34th Street Reconstruction Community Outreach Summary



Schools

Meetings were held with both schools near the project limits to discuss the project and impact to students and school traffic. The project team will be in close communication with the schools and plans to complete work near the schools during the summer months to reduce impact to the facilities.

- Meeting with eight representatives of St. Andrews – October 29, 2010
- Meeting with Bryker Woods Elementary – January 26, 2011
- Coordination via phone with Extend A Care (located on Bryker Woods Elementary) – October 28, 2010
- Meeting with Bryker Woods Campus Advisory Committee – March 7, 2011

Seton

Seton generates a heavy amount of vehicular and pedestrian traffic along 34th Street. The project team is working closely with Seton facilities to ensure a smooth project delivery. A partnership with Seton on this project will provide a crosswalk across 34th Street to aid pedestrian traffic from their parking facilities to the hospital. Seton is distributing project information to employees and will post flyers for patrons closer to construction.

- Meeting with Seton Facilities Department – October 27, 2010
- Meeting with Seton Facilities Department and COA Transportation – December 10, 2010

Business Outreach

The project team has been visiting with businesses and office complexes along the project limits to provide information about the project and how construction will impact traffic. Business Access Signs will be provided to those properties along the project limits to help guide patrons to their driveways. The team will also work with businesses to provide any needed information to their patrons such as detour maps. Outreach to businesses was extended north and south of the project along Lamar Boulevard to make them aware that traffic may be impacted. Additional effort has been made to coordinate with large office complexes so that information can be distributed among tenants and patrons.



34th Street Reconstruction Community Outreach Summary



Additional Outreach

The team has worked with the Parks and Recreation Department (PARC) and reached out to additional groups to share information about the project and specifically the detour along Shoal Creek Trail.

Coordination with PARC

- October 8, 2010 – Project team met with representatives from PARC to discuss the site, the project details, trail detour options and plan, and outreach
- October 12, 2010 – Project team submitted application and MOU
- October 21, 2010 – Project team discussed process for PARC approval and the importance of community input

Other Meetings Attended:

- Bicycle Advisory Council – February 17, 2011 (distributed Shoal Creek Trail detour information to group)

Outreach via telephone and email:

- Austin Cycling Association
- Austin Parks Foundation
- League of Bicycling Voters
- Bicycle Advisory Council
- Austin Ridge Riders

Email Updates

The team will be sending email updates throughout the project to share current information about project status, a Meet the Contractor event, project start date, timing and phasing information, lane closures and traffic impacts, and general progress updates.

- Email Update sent on January 28, 2011 to 93 contacts sharing project, trail detour, and contact information

Future Planned Outreach

- Regular email updates
- Installation of Business Access Signs during construction
- Trail Detour Notification Signs at least 30 days prior to construction
- Attendance at NA meetings as requested
- Meet the Contractor event

Backup Materials

- Fact Sheet/Trail Detour Fact Sheet
- Postcard
- Letter to Property Owners