

APPENDIX A
PUBLIC INVOLVEMENT PLAN





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CITY OF AUSTIN TRANSPORTATION CORRIDOR STUDY SOUTH LAMAR BOULEVARD



South Lamar Boulevard Transportation Corridor Project

Public Involvement Plan

South Lamar Boulevard Transportation Corridor Project Description

The City of Austin's 2012 Bond Election included Proposition 12 that allowed the City to address urban mobility issues by providing funding for designing, constructing and improving streets, sidewalks, bridges and bikeways. The city council approved the design of a new corridor project on South Lamar Boulevard.

South Lamar Boulevard between Riverside Drive and Ben White Boulevard is a highly traveled roadway and a primary route to and from downtown Austin. It is an important commercial corridor to the diverse group of residents living in proximity to the roadway. The landscape of the corridor is rapidly changing attracting more people to the corridor looking to experience and be part of the local culture. South Lamar Boulevard has a heavy car - dominated environment that is typical of many north-south corridors in Austin. However, with the launch of Capital Metros' Bus Rapid Transit and the additional mixed-use developments being built throughout the corridor, pedestrian and bike activity along South Lamar Boulevard will increase. Many residents will rely on public transportation and walk to and from local services, bus stops, and existing retail establishments.

The growing awareness and understanding of the effects of the built environment on public health has been reflected in several recent Austin and Travis County strategic plans. In order to realize the health-related goals of these plans, this corridor study will include a Health Impact Assessment (HIA). An HIA is a combination of procedures, methods and tools by which a policy, program or project may be judged as to its potential effect on the health of a population, and the distribution of those effects within a population.

The purpose of the South Lamar Boulevard Transportation Corridor Project (Corridor Project) is to:

- Identify short, mid, and long-term transportation improvements to improve safety;
- Enhance multimodal (including transit, pedestrian and bicycle) mobility, safety and accessibility; and,
- Improve quality of life for residents along the South Lamar Boulevard corridor.

The Project Team will measure and evaluate a range of viable improvements/solutions. The study will address cost-benefit and cost-effectiveness of the various concepts/solutions. We will focus a portion of our work towards engaging local neighborhoods and businesses along the corridor and the analysis of transportation improvements that may impact them.

At the completion of the study, the City of Austin will have identified a list of recommended improvements and estimated costs, a time frame for implementation, and possible funding sources.

Strategies and Tactics

The Strategies and Tactics which are to be implemented by the Corridor Project Public Involvement Team will be designed to reflect the specific needs of the South Lamar Boulevard

corridor while meeting the four public Involvement goals stated in the Master Public Involvement Plan:

1. Stakeholder outreach. This strategy includes all activities that are specifically targeted to *defined* individual stakeholders and groups of stakeholders along South Lamar Boulevard, such as neighborhood groups, business groups, adjacent property owners, elected officials, EJ populations and the groups serving them, health experts and health related non-profits, schools, etc. This outreach will be a vital component of the overall engagement strategy for the Corridor Project and is intended to complement and enhance engagement opportunities designed for broad public participation (see Strategy 2 below). Tactics to be deployed include:

a. *Developing stakeholder databases and contact lists.* Initial lists of identified stakeholders will be developed by the consultant project team with input from the City. The list should include sufficient coding to identify particular stakeholder groups, allowing for multiple codes for individual records. All persons who would receive standard notification of a City land-use action (e.g., adjoining property owners, identified registered neighborhood groups) should be included and appropriately coded in stakeholder databases. Members of the public who sign up to participate online or in person should, where possible, be appropriately coded as stakeholders.

Stakeholder lists and databases will be maintained using tools and systems similar to other Corridor Studies or with other City projects and initiatives.

i. *Database will include the following fields:*

1. Last name, first name, street address, city, zip code, and codes below.

ii. *Database will include the following codes:*

1. Property Owner
2. Business Owner *
3. Neighborhood Organization
4. Resident
5. Homeowner Group
6. Business Organization*
7. Civic Group
8. Religious Group

** The team will conduct targeted outreach to businesses along the corridor in the form of an information sheet and a business open house.*

b. *Individual and small-group meetings with identified stakeholders.* These include meetings hosted by the City and consultant team to which identified stakeholders are invited, or those (e.g., neighborhood association meetings) held by stakeholders to which the project team invited. In either case, a presentation and discussion guide should be developed to allow for consistent, structured input by all participating stakeholders. Detailed notes from these meetings should be prepared as work product for internal use by the City and consultant team; input received should be summarized for public use. These meetings can include efforts

to reach traditionally underrepresented and hard- to-reach populations, as described in Goal 1 above.

- c. *Targeted information pieces*, both print and electronic, should be developed as needed to supplement general project communications and address issues of specific relevance to defined stakeholder groups. These pieces should be developed to be consistent in look, feel, and tone with general project communications.
 - i. *Business Group Fact Sheet*, which includes information on purpose of corridor study, and information that business owners may be interested in including: travel demand, impacts of concepts/solutions to businesses, etc.

2. Public outreach. This strategy includes activities that are intended to be accessible to all interested citizens, even if those activities (e.g., the Business Open House) are programmed to emphasize the needs and interests of specific groups. Tactics include:

- a. *Initial public meeting* to be held in the project area. These meetings should use an open-house format to communicate the purpose and process of the project, allow participants to sign in and sign up to receive ongoing project updates, and collect feedback and input using standardized techniques (e.g., comment forms). Meeting notices (including print and electronic mailings, flyers, posters and push cards for distribution in the study area), letters to public officials; and media release announcements to publicize these meetings should be distributed with sufficient notice to maximize participation. All records of participation and comments received should be documented and made available for internal use and summarized for public use.
 - i. *Public Open House #1 – Introduction to the Project*
 1. Explain the Project
 2. Describe the Public Input Process
 3. Identify Specific Transportation Related Issues for Input - identify and categorize the needs and issues along the corridor including focus on multi-modal solutions
 - a. Bus Stops
 - b. Rail/Rapid Transit
 - c. Bicycle
 - d. Pedestrian
 - e. Public spaces
 4. Dialogue to focus on elements/improvements important to stakeholders
 5. Health Impact Assessment – provide health facts and survey community on health issues
- b. *Participation in other public meetings.* Opportunities for outreach provided by other public meetings and events in the Corridor Project area should be leveraged where appropriate. These could include meetings being held as part of other City or partner

- 3. Print and electronic communications materials.** The City and consultant team will develop necessary print and electronic materials for ongoing communication and education about the Corridor Project. Tactics include:
- a. *General Interest List.* Interest lists to be used for distribution of print and electronic materials should be maintained in conjunction with stakeholder databases as described in Strategy 1.
 - b. *Fact Sheet.* A fact sheet will be developed.
 - c. *Website.* Information about the Corridor Project will be hosted, maintained and made available at the Austin Strategic Mobility Plan website at austinstrategicmobility.com.
 - i. Information that has been prepared for each meeting will be provided to City staff for posting.
 - d. *Press Release.* We will work with the City’s PIO to provide information about the Corridor Project for distribution to the media.

Roles and Responsibilities

Generally, responsibility for activities to implement this PIP will be allocated between the City and consultant project team as outlined below. More specifics are included in the scopes of work for the Corridor Project.

City of Austin Staff	Consultant Team
<ul style="list-style-type: none"> ● Stakeholder identification, including provision of customary City notification lists [hopefully in an Excel spreadsheet.] ● Coordination of dates and locations for public meetings ● Distribution of meeting notices and letters to public officials and media releases ● Maintenance of corridor project Web presence at ASMP.com ● Timely review of PIP related documents and materials ● Distribution of Public Open House press releases 	<ul style="list-style-type: none"> ● Public involvement plan ● Stakeholder identification and database development based on City’s databases/maintenance ● Interest list (mailing list) development and maintenance ● Distribution of meeting notices to general public ● Exhibits for public and stakeholder meetings ● Staffing and logistics for public and stakeholder meetings ● Development of meeting notices, letters to public officials, media releases ● Preparing flyer or postcard, questionnaires, sign-in-sheets, comment forms, etc. for use in public meetings ● Documenting participation and input received at public meetings ● Development of print and electronic communications materials and Web content

Anticipated Public Involvement Timeline:

August/September 2014	<ul style="list-style-type: none"> • PIP development • Initial stakeholder database and interest list development • Planning/logistics for first public open house 	PIP submitted to COA September 19, 2014
October 2014	<ul style="list-style-type: none"> • Initial stakeholder meetings • Materials/Web development • Stakeholder meetings • Distribution of print/electronic information materials 	
November 2014	<ul style="list-style-type: none"> • First public open house • Additional stakeholder/public meetings as needed • Print/electronic project updates • Web content 	Public Open House #1 November 19, 2014 or December 3, 2014 (back up date)
February/March 2015	<ul style="list-style-type: none"> • Public Open House #2 Draft Project presentation • Print and electronic project updates • Business Open House Draft Project presentation 	Public Open House #2 and Business Open House March 2015
Ongoing	<ul style="list-style-type: none"> • Corridor Study presentation to City boards, commissions, City Council. 	

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