

# SOUTH PLEASANT VALLEY ROAD PUBLIC INPUT SUMMARY MEMO

DATE:

May 10, 2018

FROM:

Laura L. Toups, P.E., LEED AP – Urban Design Group  
Dr. Laura J. Cortez – Cortez Consulting

SUBJECT:

South Pleasant Valley PER – Public Input Summary

## SUMMARY

To support the development of the South Pleasant Valley Road Corridor Mobility Plan, the communications team implemented a community outreach process that informed stakeholders within and around the study area and provided them with opportunities to document their comments and desired improvements for the South Pleasant Valley (SPV) corridor.

## COMMUNICATIONS PLAN OVERVIEW

In partnership with the Corridor Program Office, a Communications and Community Outreach Plan (CCOP) was designed to engage residents in the Corridor Mobility Plan for SPV. Given the unique attributes of the corridor, a robust public engagement approach was implemented to ensure a diverse group of community members were involved.

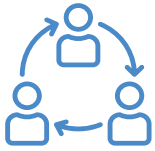
**Four** overarching goals guided the public involvement process: to educate, engage, maintain, and design.

The public engagement team approached meetings and presentations with the intention to **educate** community members of the overall scope and efforts of the project. We **engaged** a wide variety of stakeholders by diversifying the ways in which we reached out to the community. Throughout the process, we **maintained** open lines of communication with neighborhoods and advocacy groups, school administrators and partners, as well as parents and long-time residents. Ultimately, we **designed** our first public meeting to fit the needs of the community and executed a Public Open House and Resource Fair.

The following report documents our outreach efforts and the activities that took place leading to Public Meeting #1. It also includes the feedback received from stakeholder meetings, through the online survey, and at the public meeting on February 17, 2018.

## NEIGHBORHOOD MEETINGS

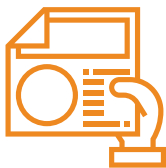
Contact with neighborhood groups along the South Pleasant Valley corridor began in early November 2017. Two presentations were made to the Southeast Combined Neighborhood Contact Team, which included representatives from a variety of neighborhood groups in the area. We received 16 requests from neighborhood representatives to also provide digital copies of our flyers so they could share on Nextdoor or with their neighborhood listserv. We also tabled a community event for the McKinney Heights Neighborhood Association in December 2017.



NEIGHBORHOOD ASSOCIATION MEETINGS AND OUTREACH	
November 13, 2017 – February 12, 2018	
Digital Invitations to Primary Contacts	16
Southeast Combined Neighborhood Contact Team Mtgs (2)	26
Neighborhood Tabling	36
<b>TOTAL CONTACTS</b>	<b>62</b>

## FLYERS & STICKERS

Over 3,500 event flyers were distributed along the South Pleasant Valley corridor. They were posted in public spaces and shared at every public presentation. We also requested a list from school staff (parent support specialists) at the schools and coordinated for our flyers to be distributed to homes through students the week before public meeting #1. The week of the event children's stickers were delivered to 7 elementary schools for a total of 3,210 stickers.



FLYERS & STICKERS	
January 10 – February 13, 2018	
Schools	3215
Public Spaces	100
Schools Visits	300
Digital Copies Shared	4
<b>TOTAL FLYERS SHARED</b>	<b>3619</b>
Elementary Schools	7
<b>TOTAL STICKERS SHARED</b>	<b>3210</b>

## MASS MEDIA

Given the high number of Spanish-speaking families that live along the South Pleasant Valley corridor, we incorporated broad media outreach through Spanish-based newspapers, radio and television companies. We paid for print ads in two of the largest newspaper distributors: **Ahora Sí** and **El Mundo**. Through these paid advertisements, we were able to secure free advertisement through Univision television and Keliyah Radio 106.5FM.



MASS MEDIA	
February 8 – February 15, 2018	
Mass Media Presence: 4	
Newspaper Ads	2
TV Interview	1
Radio Interview	1
<b>TOTAL PROMOS</b>	<b>4</b>

## EMAIL DIGITAL INVITATIONS

Community members who signed up for our newsletter during outreach meetings or via the City's Corridor website were added to an email listserv. In early February 2018, a digital invitation was sent to these community members. We designed the invitation through MailChimp and it included details about Public Meeting #1, as well as the vendors confirmed for the Resource Fair. Throughout the project, we have maintained two separate email lists: one that includes Spanish-speakers and another for English-speakers. Two separate invitations were designed for these groups and digital invitation reached over 350 community members. At the conclusion of our meeting, a English and Spanish "thank you" note was sent to all attendees and any new individuals that signed-up to receive our notifications were included.



EMAIL DIGITAL INVITATIONS	
February 7, 2018 – March 6, 2018	
English Invitations Sent	263
Spanish Invitations Sent	90
English "Thank you" Sent	314
Spanish "Thank you" Sent	99
<b>TOTAL REACHED BY INVITATIONS</b>	<b>771</b>

## PRESS RELEASES

We supported the Corridor Program Office in drafting two press releases, one in English and another in Spanish. We also designed a special graphic that would accompany the City's Nextdoor announcement community-wide.



PRESS RELEASES	
February 5, 2018	
Spanish Version	1
English Version	1
Next Door Graphic	1
<b>TOTAL</b>	<b>3</b>

## PRESENTATIONS AT SCHOOL MEETINGS

Our team worked closely with the AISD schools in the South Pleasant Valley area to schedule presentations to parents. We also tabled at school events to meet with community members and handout flyers. We gave presentations in Spanish and English to parents at the following schools: Widen, Houston, Palm, Blazier and Rodriguez Elementary. We also visited with parents at Anita Uphaus Early Childhood Center. Invitations were sent to Mendez Middle School but we were unable to secure a meeting. Through this outreach, we were able to meet with over **350** community members.



PRESENTATIONS AT AISD SCHOOL MEETINGS	
December 9, 2017 – January 17, 2018	
Presentation Event	1
School Fair	1
Presentations at Schools	7
<b>TOTAL VISITS</b>	<b>9</b>
<b>TOTAL SIGN-IN</b>	<b>123</b>
<b>TOTAL CONTACTS</b>	<b>378</b>

## POSTCARDS

We distributed 1,600 postcards to residents living within a 1/4 mile of the South Pleasant Valley corridor. The postcards included information about the Public Open House & Resource Fair event in Spanish and English.



POSTCARDS	
January 30, 2018	
1/4 mile from Oltorf Street to Slaughter Lane	
<b>TOTAL POSTCARDS</b>	<b>1600</b>

## SOCIAL MEDIA

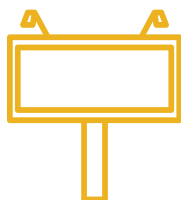
We also utilized social media to reach the public. Throughout the month of January and February, we made 12 posts on the City of Austin Department of Transportation Facebook page in Spanish and English. We strategically designed the images that would correspond with the post and draw interest from the public. By using social media, we were able to reach an audience of about 2,357 Facebook users. We also made post via Twitter in Spanish and English, through these posts we had a total of 22,408 impressions over the course of our 6 tweets.



SOCIAL MEDIA	
January 19 – February 16, 2018	
Facebook Posts English	6
Facebook Posts Spanish	6
Twitter Posts English	5
Twitter Posts Spanish	1
<b>TOTAL PEOPLE REACHED</b>	<b>24,765</b>

## STREET SIGNS AND BANNERS

Our team designed 10 colorful street signs for the public open house and resource fair and placed the signs in various locations along the South Pleasant Valley corridor. The signs were up in the community two weeks prior to our public meeting on February 17, 2018. We also designed two large banners (4' x 3' ft) that were displayed for two weeks at the site of the public meeting, Dove Springs Recreation Center, and along South Pleasant Valley Road in front of Mendez Middle School.



STREET SIGNS & BANNERS	
January 30, 2018	
Street Signs	10
Banners	2
<b>TOTAL OUTDOORS ADS</b>	<b>12</b>

## PUBLIC OPEN HOUSE & RESOURCE FAIR

Our first Public Open House and Resource Fair was held on Saturday, February 17 from 10:30 a.m. – Noon at the Dove Springs Recreation Center. We worked closely with the Austin Parks and Recreation Department staff to reserve the facility and set up the event. In an effort to better serve the community, we coordinated a resource fair in conjunction with the public open house. The recruitment of vendors began in December 2017, and an invitation was sent to via email and through an announcement on social media. Interested organizations had the opportunity to apply and applications were screened to ensure vendors were able to provide valuable information and services to the community. Through this process, we secured a total of 16 vendors that were able to provide information and services to participants during the event.

One unique feature of our meeting included an area dedicated in the center of the gym for the South Pleasant Valley corridor maps and exhibits. Attendees could walk into the exhibit area where team members were available to answer questions and provide information about the corridor. Boards in the area also gave attendees an opportunity to use dots and answer questions about their experiences. Sticky-notes were provided for attendees to write feedback on the roll maps. Lastly, a blank board was stationed at the exit for community members to write additional comments, and surveys were available at the registration table. A total of **118** community members attended the meeting. Comments gathered at the public meeting and throughout the project can be found in this report.

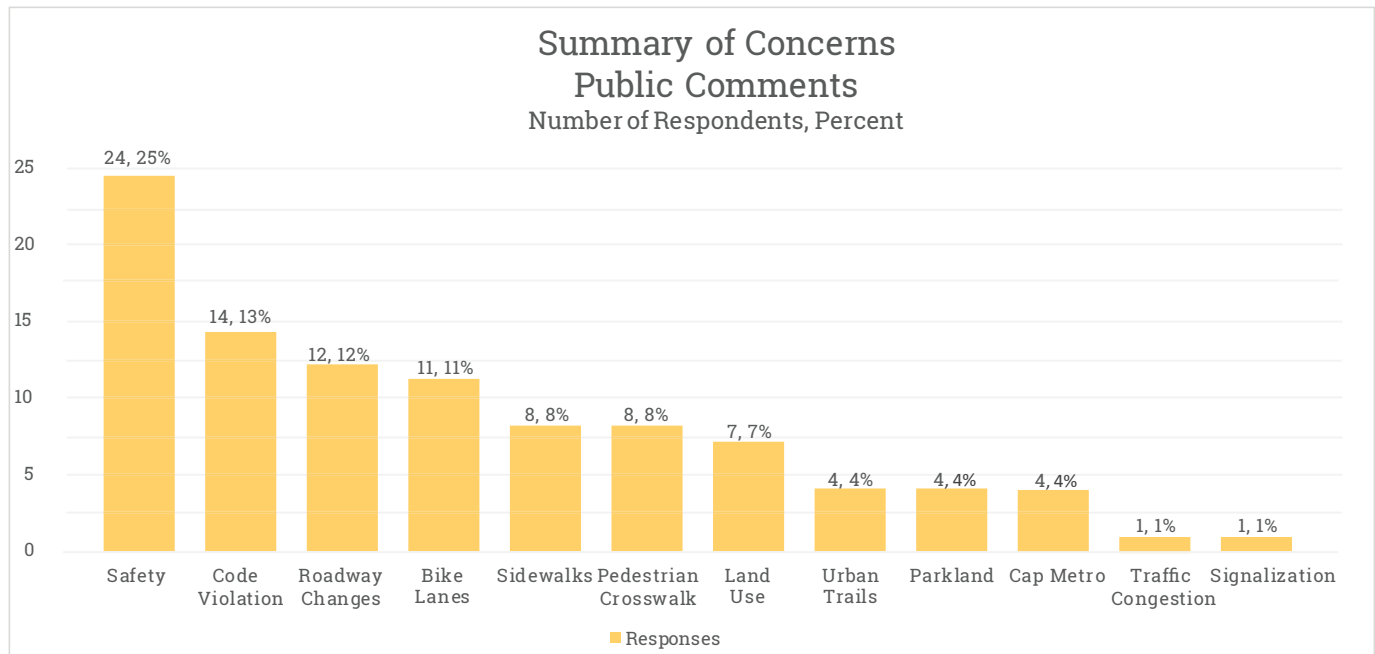


PUBLIC OPEN HOUSE & RESOURCE FAIR	
February 17, 2018	
VENDORS	16
TOTAL SIGN-UPS	45
<b>TOTAL ATTENDANCE</b>	<b>118</b>

The following table documents comments received on the white board at the public meeting.

PUBLIC OPEN HOUSE & RESOURCE FAIR - COMMENT SHEETS	
COMMENT	
1	Thanks for doing this. Community voice is being heard for plans, safety improvements
2	Continuous sidewalks
3	Need initiatives for trash cleanup area wide-open blocks sidewalks (mattresses, debris) and poses dangerous for kids, animals/dogs & the disabled
4	Bike Safety
5	We have a low-income population that walks, bikes, and uses public transportation, yet our neighborhood doesn't support this life-style. We need to <u>prioritize pedestrians (walkers) &amp; bikers access to better public transit</u>
6	Speed bumps around schools to calm traffic
7	Pleasant Valley & William Cannon – better turning lanes/signals. Pleasant Valley as backup to IH35 N. Bound – Notices if bridge closings – work on areas at different times to leave options to cross IH35
8	No increased vehicle capacity. Improved SW, bike lanes, and transit
9	Take a walk next time <3
10	No bike lanes – taking away parking for houses
11	Buy fewer cars :)
12	Cars parked on lawns
13	Fences falling down, leaning, or with holes
14	Dogs on the lose makes it unsafe for pets, unsafe to walk the neighborhood
15	Mattresses and large trash on sidewalks
16	The Franklin Park sign at Teri Rd and Pleasant Valley - Has To. Go.
17	Safety of narrowed traffic lanes especially on curvy roads
18	Over utilization of road space for under or non-utilized bike lanes
19	Thanks for doing this: community voice is being heard for plans, safety improvements!
20	Thanks for caring! We need improvements like this in such an amazing, vibrant hood like ours.

The following graph summarizes the written comments received on the large roll plots of the corridor presented at the public meeting. Note: if a comment referred to more than one concern, it is included in both tables.



PUBLIC OPEN HOUSE & RESOURCE FAIR - SAFETY		
COMMENT	LOCATION	
1 Multiple cars/household results in need to park on street. Bike lanes are difficult because it prevents parking for large households.	West of Burleson at Ben White	
2 Bike lane ends right before intersection. Difficult during peak traffic.	Burleson at Ben White	
3 Need grade separated bike lanes	South of St. Elmo	
4 Bike lane ends and cars go too fast between here and St. Elmo	South of St. Elmo	
5 Crosswalk is constantly being used by pedestrians and students. Needs improved crossing signals. Maybe something similar to crossing beacons on Congress St.	Franklin Park Drive	
6 People don't stop for peds in crossing.	Franklin Park Drive	
7 Lots of students and families have trouble crossing. Very dangerous.	Teri Rd	
8 More crosswalks. Lots of students and pedestrians running across street to get to school.	Teri Rd	
9 Need sidewalk. speed limit ?	St. Elmo	
10 Sidewalk accessibility issue forces people into street.	Teri Rd	
11 Need sidewalk to extend around corner at South Pleasant Valley and Village, walk high traffic area and often cannot see pedestrians when turning	Teri Rd	
12 Nowhere safe for walking.	South of Nuckols Crossing	
13 Crossing street here is difficult and fairly blind due to curves	Gap 1	
14 Use St. Elmo instead of 71 Frontage because 71 and Todd backs up	St. Elmo Roundabout	
15 Nuckols Crossing speed at 35 mph	South of St. Elmo	
16 On Pewter Ln - speed bumps in front of empty lot to Franklin Park - kids/families enter here and people use this street to pass from Nuckols to S. Pleasant Valley	Teri Rd	
17 School zones signs are not followed! 1. People on cell phones 2. Speeding even though 20 mph lights are on	Teri Rd	
18 Concern about lane width.	Teri Rd	
19 Major speeding issues on S. Pleasant Valley in and around Mendez Middle School	Palo Blanco Lane	
20 Drop speed limit on Nuckols Crossing	Palo Blanco Lane	
21 Drainage problems in this area - Detention pond.	South of Nuckols Crossing	
22 Flooding	South of William Cannon	
23 Be aware of flooding	South of William Cannon	
24 Need connectivity but this area is in the floodplain	South of William Cannon	

### PUBLIC OPEN HOUSE & RESOURCE FAIR - CODE VIOLATION

COMMENT	LOCATION
1 Remove hideous Franklin Park sign	Teri Rd
2 Trash covering sidewalks. Hard to navigate	Teri Rd
3 Trash everywhere!	Teri Rd
4 Trash	Teri Rd
5 Loose dogs	Teri Rd
6 Multiple cars on lawns and sidewalks	Teri Rd
7 Duplexes with frequent trash and mattresses blocking sidewalks	Teri Rd
8 Dogs running loose all over all the time	Teri Rd
9 Cars blocking sidewalks. Need more car abatement	Teri Rd
10 Fences.	Teri Rd
11 Fallen trees and brush	Stassney Lane
12 Loose dogs	Stassney Lane
13 Stop the dumping	South of William Cannon

### PUBLIC OPEN HOUSE & RESOURCE FAIR - ROADWAY CHANGES

COMMENT	LOCATION
1 Use St. Elmo instead of 71 Frontage because 71 and Todd backs up	St. Elmo Roundabout
2 Nuckols Crossing speed at 35 mph	South of St. Elmo
3 On Pewter Ln - speed bumps in front of empty lot to Franklin Park - kids/families enter here and people use this street to pass from Nuckols to S. Pleasant Valley	Teri Rd
4 Continuity between bike lane and round about difficult. Round about is great but can be difficult.	St. Elmo Roundabout
5 Two lanes each direction and bus pullout at stops (improve transit)	South of St. Elmo
6 Lengthen right turn lanes so they can access earlier.	Todd Lane
7 It's a chaos	St. Elmo Roundabout
8 Love the round about	St. Elmo Roundabout
9 Lane widths need to be reduced. Use lower design speed ~ 20 mph	St. Elmo Roundabout
10 Drop a travel lane and add rail in the median	Teri Rd
11 Please evaluate proposed roundabout at Teri and Pleasant Valley.	Teri Rd
12 Divert traffic northbound on Pleasant Valley to Stassney	Stassney Lane

### PUBLIC OPEN HOUSE & RESOURCE FAIR - BIKE LANES

COMMENT	LOCATION
1 Bike storage. This bus stop would be great parking with all the trails.	E Oltorf
2 Off street bike lanes please	Gap 1
3 Bike lane ends right before intersection. Difficult during peak traffic.	Burleson at Ben White
4 Multiple cars/household results in need to park on street. Bike lanes are difficult because it prevents parking for large households.	West of Burleson at Ben White
5 Need bike lane to connect to Burleson.	Burleson South of Ben White
6 Three trail systems could be connected if city wants. Off road should use paths preferred.	Todd Lane
7 Continuity between bike lane and round about difficult. Round about is great but can be difficult.	St. Elmo Roundabout
8 Need grade separated bike lanes	S of St. Elmo
9 Bike lane ends and cars go too fast between here and St. Elmo	S of St. Elmo
10 Need bike lanes to have access to Onion Creek Park	Palo Blanco Lane
11 Please install bike lanes. Need access to Onion Creek Park. Very unsafe to ride on street with cars who don't care about my life.	S of Nuckols Crossing

### PUBLIC OPEN HOUSE & RESOURCE FAIR - SIDEWALKS

COMMENT	LOCATION
1 Need sidewalk. speed limit ?	St. Elmo
2 Students to walk to Harmony Charter School	St. Elmo
3 Incomplete sidewalks! Hard for people in wheelchairs.	Franklin Park Drive
4 Need complete sidewalks on Pleasant Valley at Teri	Teri Rd
5 Sidewalk accessibility issue forces people into street.	Teri Rd
6 Need sidewalk to extend around corner at South Pleasant Valley and Village, walk high traffic area and often cannot see pedestrians when turning	Teri Rd
7 Need sidewalks	Teri Rd
8 Nowhere safe for walking.	South of Nuckols Crossing

### PUBLIC OPEN HOUSE & RESOURCE FAIR - PEDESTRIAN CROSSWALK

COMMENT	LOCATION
1 There isn't a formal crosswalk (I believe) between Riverside and Oltorf along Pleasant Valley. There are two Cap Metro bus shelters to the W and E side of Pleasant Valley and folks run through four lanes on Pleasant Valley to get to the other bus stop. A pedestrian hybrid beacon could be a great idea. Also during the summer when school is out kids run from their friend's house across Pleasant Valley and a pedestrian hybrid beacon could be great for them. Tks!	E Oltorf
2 Crosswalk is constantly being used by pedestrians and students. Needs improved crossing signals. Maybe something similar to crossing beacons on Congress St.	Franklin Park Drive
3 People don't stop for peds in crossing.	Franklin Park Drive
4 Lots of students and families have trouble crossing. Very dangerous.	Teri Rd
5 More crosswalks. Lots of students and pedestrians running across street to get to school.	Teri Rd
6 Pedestrian hybrid beacon. South Pleasant Valley and Village Walk	Teri Rd
7 Pedestrian hybrid beacon at Village Square and Nuckols Crossing	Palo Blanco Lane
8 Safer pedestrian crossings on Pleasant Valley and William Cannon	William Cannon

### PUBLIC OPEN HOUSE & RESOURCE FAIR - LAND USE

COMMENT	LOCATION
1 Multiple cars/household results in need to park on street. Bike lanes are difficult because it prevents parking for large households.	West of Burleson at Ben White
2 Low income housing coming here	E Oltorf
3 EROC is looking for City to buy as parkland. CO does not allow building higher than east side of property.	Gap 1
4 What about parking lots for car pooling?	South of Nuckols Crossing
5 Dog park.	William Cannon
6 Community gardens	S of William Cannon
7 Farmland	S of William Cannon

### PUBLIC OPEN HOUSE & RESOURCE FAIR - URBAN TRAILS

COMMENT	LOCATION
1 Bike storage. This bus stop would be great parking with all the trails.	E Oltorf
2 Three trail systems could be connected if city wants. Off road should use paths preferred.	Todd Lane
3 Country Club Creek Trail	Gap 1
4 There will be Mountain Bike Trails here	Gap 1
5 Connect Country Club Creek, Williamson Creek, Onion Creek Trails along South Pleasant Valley Rd	Palo Blanco Lane



PUBLIC OPEN HOUSE & RESOURCE FAIR - PARKLAND		
	COMMENT	LOCATION
1	EROC is looking for City to buy as parkland. COA does not allow building higher than east side of property.	Gap 1
2	Take no parkland for this project	Gap 1
3	Rumor has it, endangered species in this area.	Gap 1
4	Take no parkland for this project	S of William Cannon

PUBLIC OPEN HOUSE & RESOURCE FAIR - CAP METRO		
	COMMENT	LOCATION
1	Transfer from #20 to #300 to Mabel Davis. Would not need the transfer if it continued down Pleasant Valley.	E Oltorf
2	Extend bus service on Ben White (E/W) Burleson option?	Gap 1
3	Two lanes each direction and bus pullout at stops (improve transit)	South of St. Elmo
4	Bus stop closer to library, middle school, elementary school and rec center on Nuckols Crossing Rd	Palo Blanco Lane

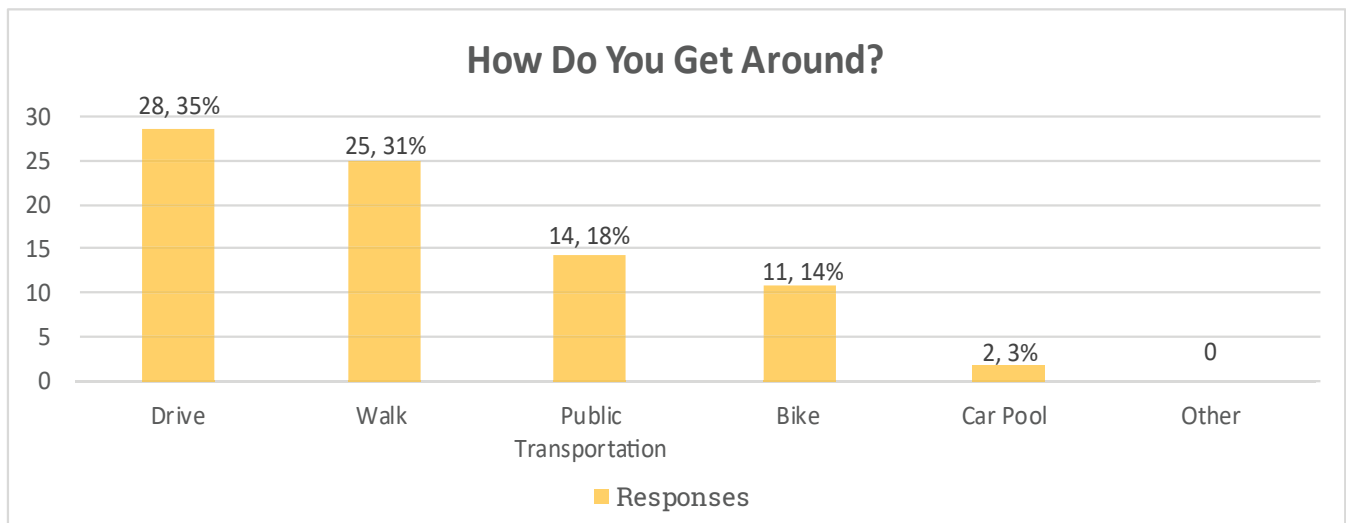
PUBLIC OPEN HOUSE & RESOURCE FAIR - TRAFFIC CONGESTION		
	COMMENT	LOCATION
1	Opening South Pleasant Valley will cause traffic impacts at Longhorn Dr and Cesar Chavez.	E Oltorf

PUBLIC OPEN HOUSE & RESOURCE FAIR - SIGNALIZATION		
	COMMENT	LOCATION
1	The protected green arrow of Pleasant Valley and Oltorf going south could benefit from being timed longer because there's a lot of congestion from folks trying to take a left on Oltorf to get to the apartment complexes.	E Oltorf

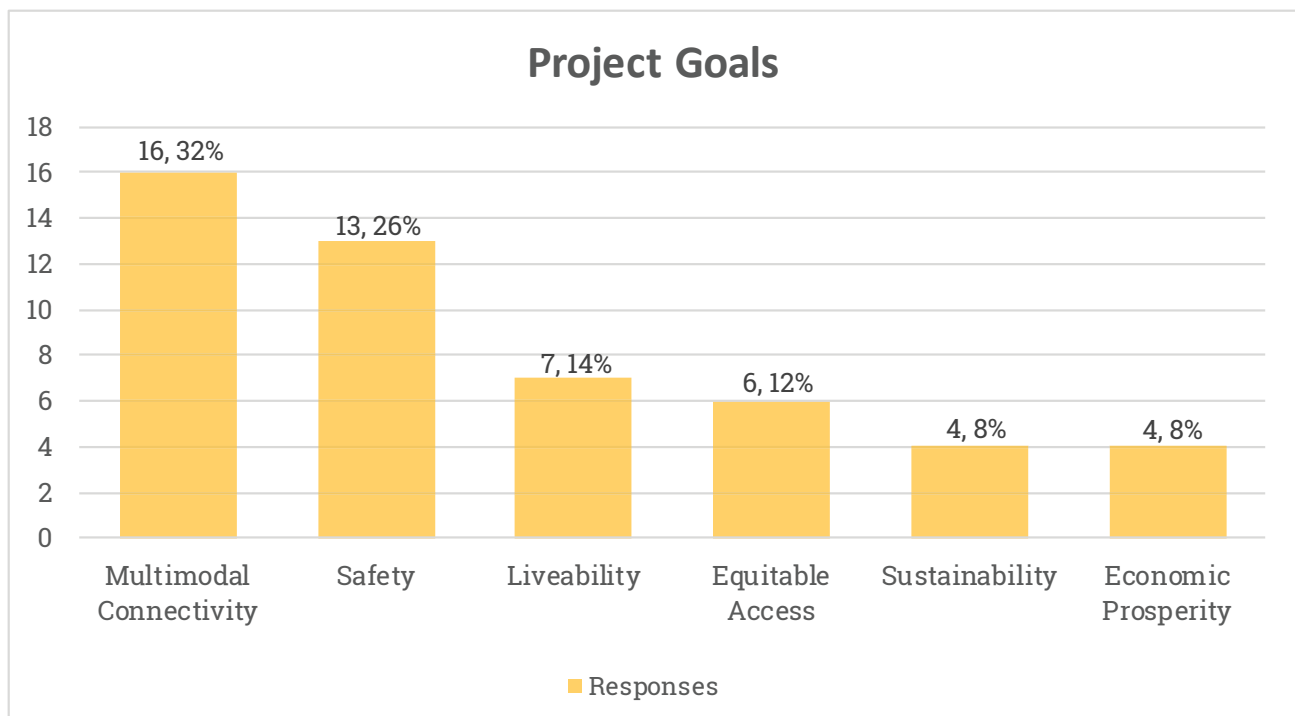
Since the South Pleasant Valley corridor contains two gaps in the current roadway configuration, comments from the roll plots that contained statements about creating roadway connections to close these gaps are summarized below:

PUBLIC OPEN HOUSE & RESOURCE FAIR - CLOSING THE GAP		
	COMMENT	
	Connect current Pleasant Valley Road to Ben White Boulevard?	Yes - 11 92% No - 1 1%

Boards were provided at the public meeting asking participants how they got around on the corridor and what project goals they prioritized. The following graphs reflect the results:



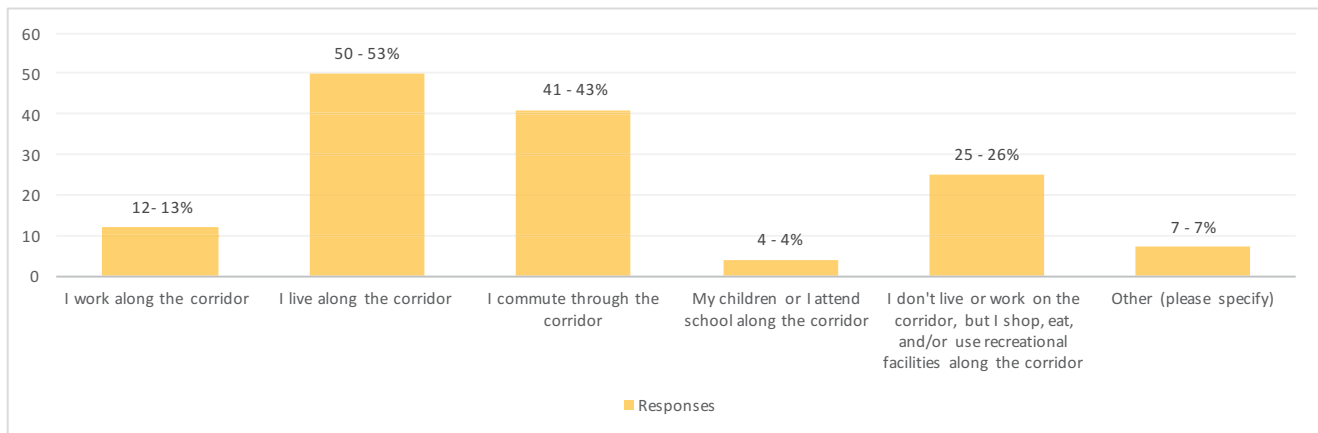
PROJECT GOALS		Car	Bike	Bus
<p>Goals are helpful for providing direction to ensure project outcomes are consistent other community efforts. Please let us know which goals are most important to you.</p>	<b>LIVABILITY</b> Ensuring positive quality of life is sustained and improved by resulting efforts. 		  	
	<b>SAFETY</b> A safe community is a vibrant community. It is important to ensure all road users are safe on the streets. 			
	<b>MULTIMODAL CONNECTIVITY</b> Create a multimodal network so that the community can efficiently travel to destinations by foot, bike, bus, or auto. 			
	<b>SUSTAINABILITY</b> Ensure that outcomes protect natural resources and makes efforts to reduce reliance on vehicles by producing viable options to reduce harmful emissions. 			
	<b>EQUITABLE ACCESS</b> Transportation options should be affordable and accessible to all individuals in the community. 			
<b>ECONOMIC PROSPERITY</b> It is important for the resulting project to create opportunities for economic growth in the community. 				



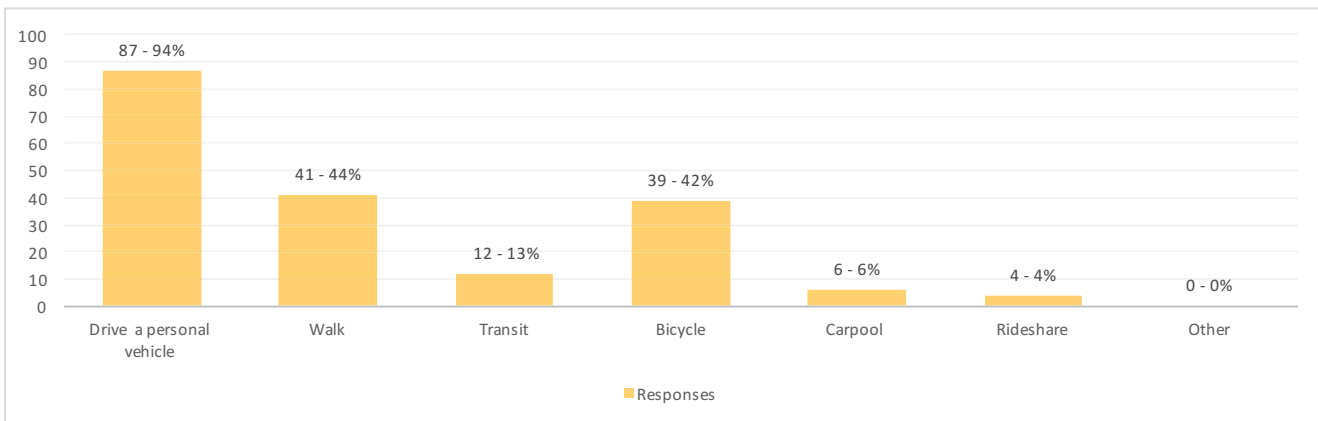
# SURVEY RESULTS

There were 103 English and 3 Spanish responses to the survey. The questions and results follow:

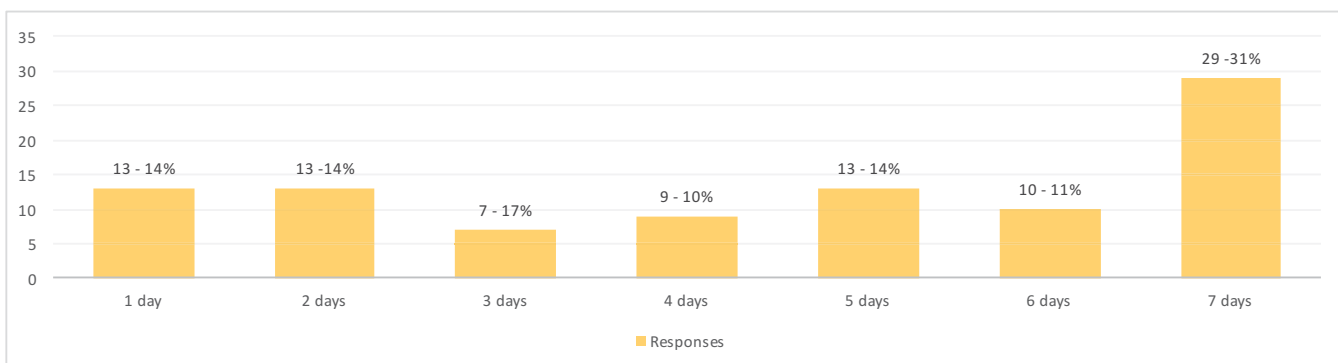
## HOW DO YOU USE THE SOUTH PLEASANT VALLEY ROAD CORRIDOR (SELECT ALL THAT APPLY)?



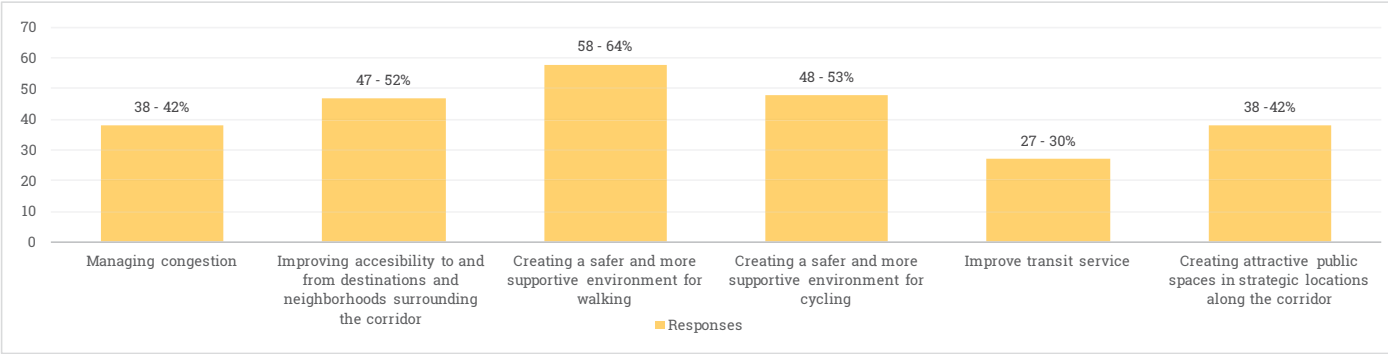
## WHAT MODE OF TRANSPORTATION DO YOU USE ALONG SOUTH PLEASANT VALLEY ROAD (SELECT ALL THAT APPLY)?



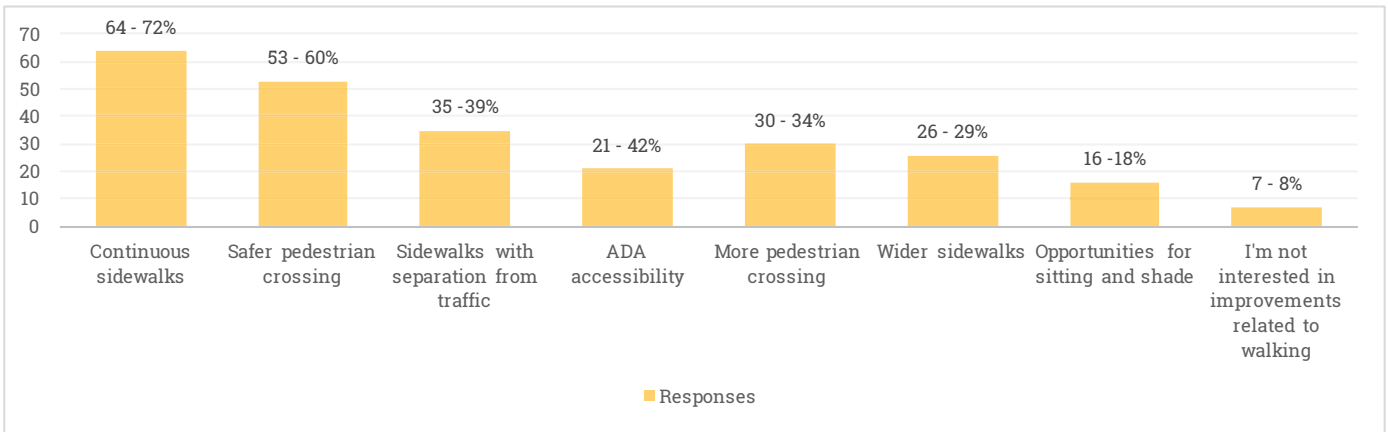
## HOW MANY DAYS PER WEEK DO YOU TRAVEL ALONG SOUTH PLEASANT VALLEY ROAD?



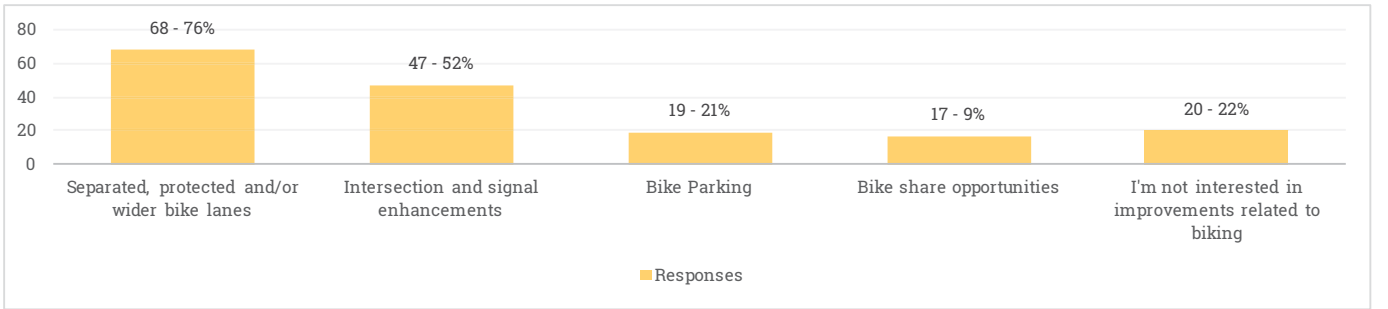
THE SOUTH PLEASANT VALLEY CORRIDOR MOBILITY PLAN WILL CONSIDER SEVERAL TOPICS, SOME OF WHICH ARE LISTED BELOW. PLEASE CHOOSE THE THREE OPTIONS THAT ARE THE MOST IMPORTANT TO YOU.



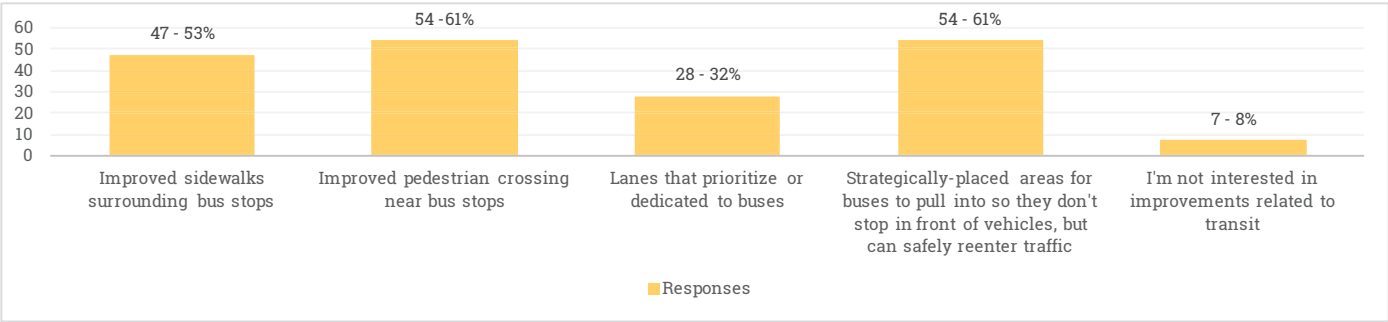
WHICH OF THE FOLLOWING IMPROVEMENTS ARE MOST IMPORTANT FOR PEOPLE WHO WALK ALONG SOUTH PLEASANT VALLEY ROAD? PLEASE CHOOSE THE THREE IMPROVEMENTS THAT ARE THE MOST IMPORTANT TO YOU.



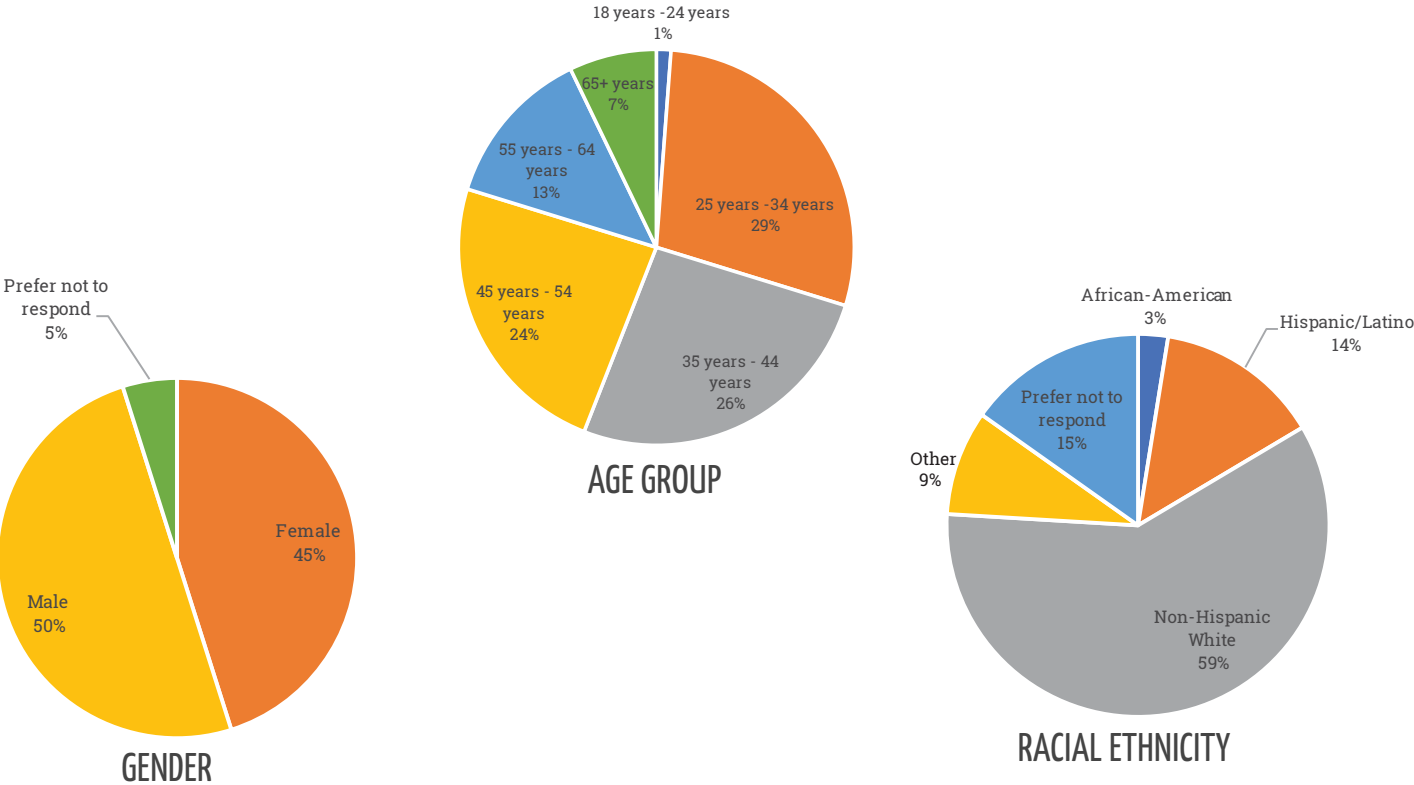
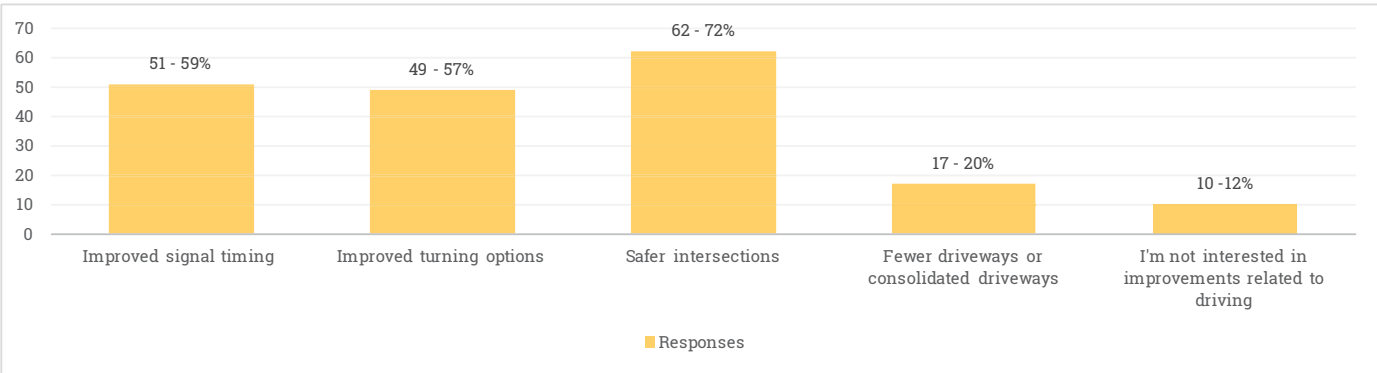
WHICH OF THE FOLLOWING IMPROVEMENTS ARE MOST IMPORTANT FOR PEOPLE WHO RIDE A BIKE ALONG SOUTH PLEASANT VALLEY ROAD? PLEASE CHOOSE THE THREE IMPROVEMENTS THAT ARE THE MOST IMPORTANT TO YOU.



# WHICH OF THE FOLLOWING IMPROVEMENTS ARE MOST IMPORTANT FOR PEOPLE WHO RIDE TRANSIT ALONG SOUTH PLEASANT VALLEY ROAD? PLEASE CHOOSE THE THREE IMPROVEMENTS THAT ARE THE MOST IMPORTANT TO YOU.

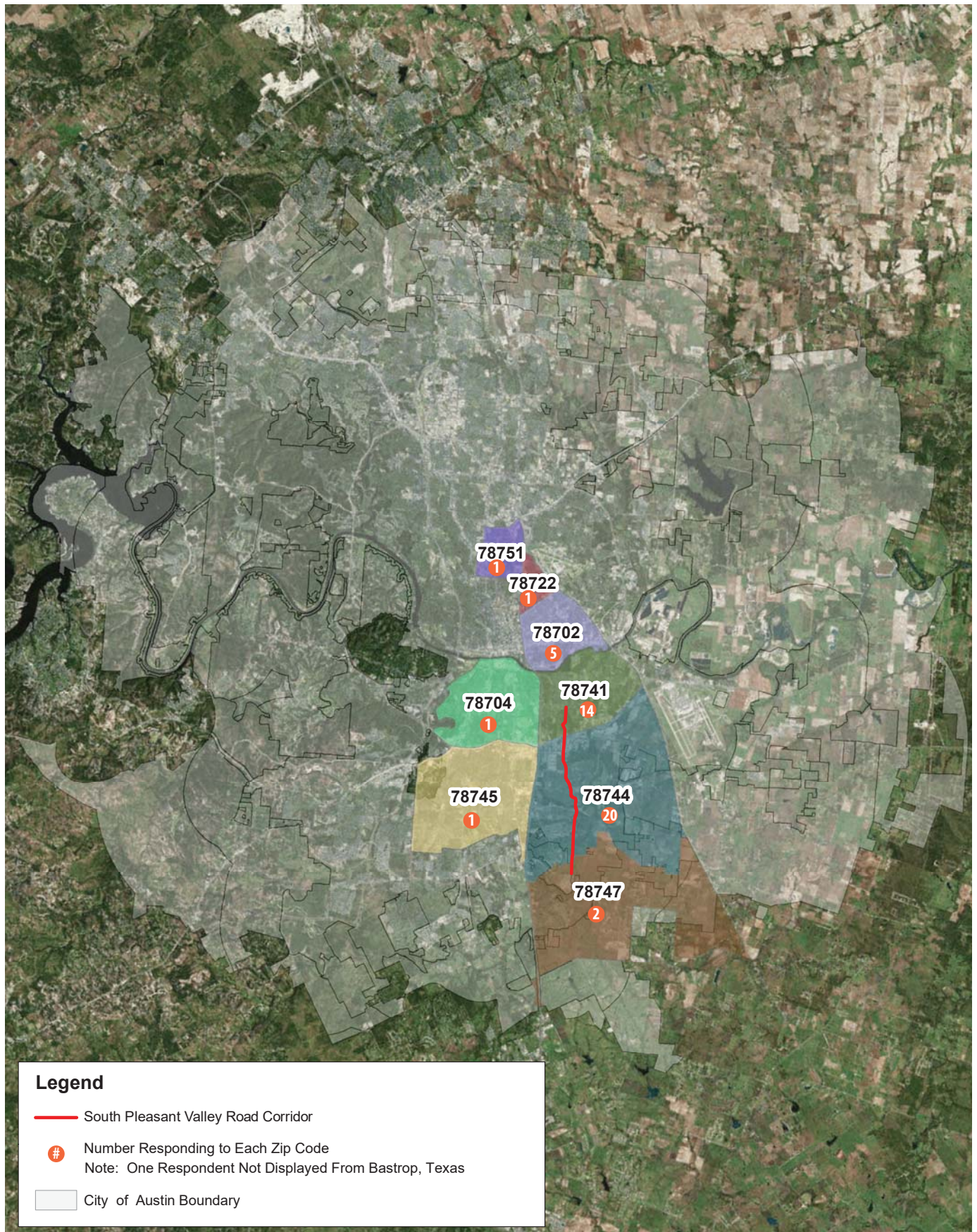


# WHICH OF THE FOLLOWING IMPROVEMENTS ARE MOST IMPORTANT FOR PEOPLE WHO DRIVE ALONG SOUTH PLEASANT VALLEY ROAD? PLEASE CHOOSE THE THREE IMPROVEMENTS THAT ARE THE MOST IMPORTANT TO YOU.





## WHERE DO YOU LIVE?





WHERE DO YOU WORK OR GO TO SCHOOL?

