

SOUTH PLEASANT VALLEY ROAD PUBLIC INPUT SUMMARY MEMO

DATE:

December 18, 2018

FROM:

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SUBJECT:

South Pleasant Valley PER - Public Input Summary Meeting #2

SUMMARY

To support the development of the South Pleasant Valley Road Corridor Mobility Plan, the communications team implemented an 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 second public meeting to fit the needs of the community and executed a Public Open House and Community Food Drive.

The following report documents our outreach efforts and the activities that took place for Public Meeting #2. It also includes feedback received from stakeholder meetings, online/paper surveys, and during the Public Open House and Community Food Drive meeting held on November 10, 2018.

NEIGHBORHOOD MEETINGS

Contact with neighborhood groups along the South Pleasant Valley Corridor began in October 2018. A presentation was made for the Dove Springs Recreation Advisory Board, which included representatives from a variety of neighborhood groups in the area.



NEIGHBORHOOD ASSOCIATION MEETINGS AND OUTF	EACH
October 12, 2018 – November 2, 2018	
Digital Invitations to Neighborhood Associations	3
Dove Springs Recreation Advisory Board	14
TOTAL CONTACTS	17

FLYERS & STICKERS

Over 600 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 shared via social media, robo calls, and school websites to inform families of the Public Meeting #2. The week of the event stickers were delivered to 8 elmentary schools for a total of 3,963 stickers



FLYERS & STICKERS	
October 12, 2018 – November 6, 2018	
Schools	588
Public Spaces	37
Digital Copies Shared	11
TOTAL FLYERS SHARED	661
Elementary Schools	8
TOTAL STICKERS SHARED	3,963

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 a print ad in one of the largest Spanish newspaper distributors: **El Mundo**. Through this paid advertisement, we were able to secure free advertisement through Keliah Radio 106.5FM. In addition, we were able to secure an additional Radio Interview through KAZI 88.7.



MASS MEDIA	
November 7, 2018 – November 8, 2018	
Mass Media Presence: 3	
Newspaper Ads	1
Radio Interview	2
TOTAL PROMOS	3

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 listsery. In October 2018, a digital invitation was sent to these community members. We designed the invitation through MailChimp and it included details about Public Meeting #2, as well as the Community Food Drive. 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	
October 30, 2018 – November 15, 2018	
English Invitations Sent	349
Spanish Invitations Sent	26
English "Thank you" Sent	349
Spanish "Thank you" Sent	26
TOTAL REACHED BY INVITATIONS	750

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	
October 23, 2018	
Spanish Version	1
English Version	1
Nextdoor Version	1
TOTAL	3

PRESENTATIONS AT SCHOOL MEETINGS

Our team worked closely with 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: Manchaca, Casey, Dawson, Widen, Houston, Blazier and Rodriguez Elementary. We also visited with parents at Akins High School. Invitations were sent to Anita Uphaus Early Education Center, Palm Elementary, Perez Elementary, and Mendez Middle School. Through this outreach, we were able to meet with over **206** community members.



PRESENTATIONS AT AISD SCHOOL MEETING	5
October 12, 2018 – November 2, 2018	
Tabling	3
Presentations at Schools	5
TOTAL VISITS	8
TOTAL SIGN-IN	24
TOTAL CONTACTS	206

POSTCARDS

We distributed 1,600 postcards to residents living withing a 1/4 mile of the South Pleasant Valley Corridor. In addition, we sent invitations to 220 local businesses. The postcards and business letters included information about Public Meeting #2 in English and Spanish.



POSTCARDS AND BUSINESS MAILINGS	
October 12, 2018 – November 5, 2018	
1/4 mile from Oltorf Street to Slaughter Lane	1600
Business Letters Mailed	220
TOTAL MAILINGS	1,820

SOCIAL MEDIA

We also utilized social media to reach the public. Throughout the month of October and November, we made 4 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 to draw interest from the public. By using social media, we were able to reach an audience of about 13,598 Facebook users.



SOCIAL MEDIA	
October 30, 2018 – November 5, 2018	
Facebook Posts English	2
Facebook Posts Spanish	2
TOTAL PEOPLE REACHED	13,598

STREET SIGNS AND BANNERS

Our team designed 10 colorful street signs for Public Meeting #2 and placed the signs in various locations along the South Pleasant Valley Corridor. The signs were in the community two weeks prior to the public meeting. We also designed two large banners (4' x 3' ft) that were displayed for two weeks along South Pleasant Valley Road in front of Mendez Middle School and Widen Elementary.



STREET SIGNS & BANNERS	
November 2, 2018	
Street Signs	10
Banners	2
TOTAL OUTDOORS ADS	12

PUBLIC MEETING #2 & COMMUNITY FOOD DRIVE

Our second Public Meeting #2 was held on Saturday, November 10 from 10:00am—12:00pm at Mendez Middle School. We worked closely with Austin Independent School District and the school staff to reserve the facility and set up the event. In an effort to better serve the community, we coordinated a Community Food Drive with Public Meeting #2. The recruitment of vendors began in October 2018, and an invitation was sent via email. Key partners were contacted to ensure vendors were able to provide valuable information and services to the community. Through this process, we secured a total of 6 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 cafeteria 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 **61** community members attended the meeting. Comments gathered at the public meeting and throughout the project can be found in this report.

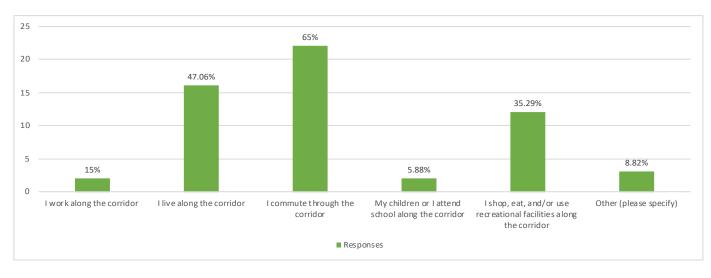


PUBLIC MEETING #2 & COMMUNITY FOOD DRIVE	
November 10, 2018	
VENDORS	6
TOTAL SIGN-UPS	57
TOTAL ATTENDANCE	61

SURVEY RESULTS

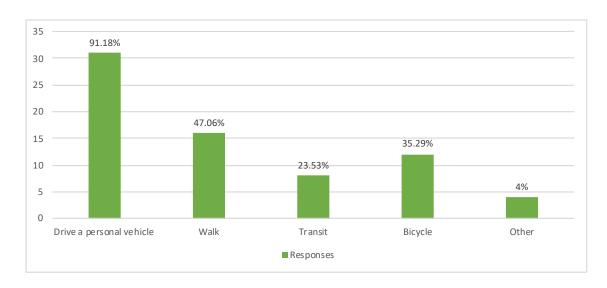
There were 34 responses to the survey. The questions and results follow:

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



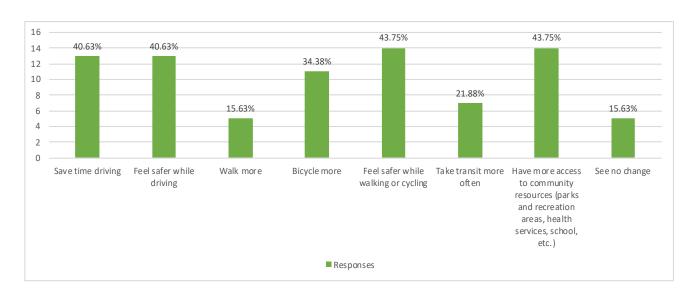
	COMMENTS
CO	MMENT
1	I live right on N. Pleasant Valley Rd.
2	I travel along the corridor (not always for work-related reasons).
3	I use it bypass I35

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

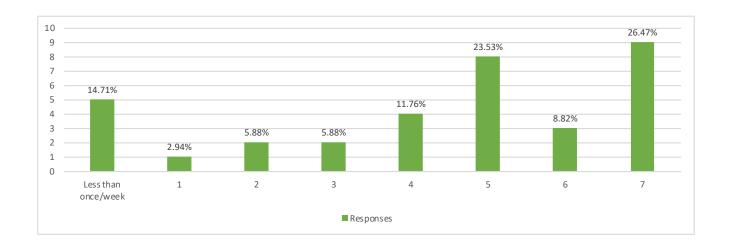


	COMMENTS
CC	DMMENT
1	Would consider transit if it went where i need to go
2	Would use bus if easier
3	Run
4	School bus

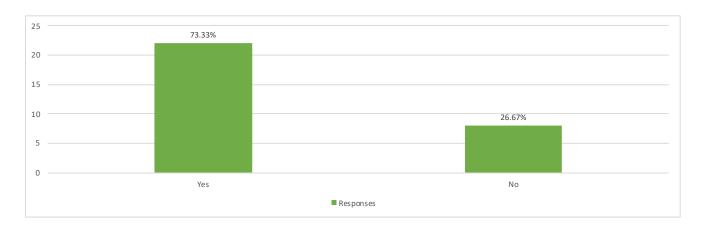
WITH THE PROPOSED IMPROVEMENTS, DO YOU THINK YOU WOULD: (SELECT ALL THAT APPLY)?



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



AFTER REVIEWING THE RECOMMENDED IMPROVEMENTS, DID WE GET IT RIGHT IN OUR RECOMMENDATIONS FOR DRIVING?



COMMENTS

COMMENT

- The recommendations are not clear. It is difficult to understand what improvements will be made given the way the plan is presented, there is no clear way to understand the scale of the improvements being presented. The recommended plan is convoluted and difficult for a layperson to understand.
- 2 I still think there is an opportunity to continue the connectivity in the "northern gap" by using the alternate alignment. Move the newly proposed intersection south a little and make the new street curve a little more to meet the existing PV street. I think you could also incorporate larger roundabouts instead of doing away with them.
- By taking away traffic lanes, or pinching them unsafely thinner, to waste the space and resources on rarely if ever used bike lanes you are reducing traffic flow. This creates a plethora of negative outcomes. These include longer travel times, unsafe lane width, wasted space that is rarely if ever used, increased incidents of "road rage", burning more fuel to accomplish less.
- 4 You must consider the impact on N Pleasant Valkey Rd as people already use it instead of 35 or 183. We'll need a bunch of stop lights just to get in and out of our homes.
- Under the long-term improvements, perhaps the signal at Burleson Rd. and the new S. Pleasant Valley Rd. could be set to overwhelmingly prioritize the north/south movement to/from the new S. Pleasant Valley Rd. Also, I would like the street names to be changed along this newly connected route from Todd Ln. and Burleson Rd. to all be renamed S. Pleasant Valley Rd.
- 6 Concerns about intersections and traffic flow especially at South Pleasant Valley Road and St. Elmo. A 2 lane roundabout merits some consideration.
- 7 Do not have a clear opinion yet
- 8 Improvements will destroy certain neighborhoods, especially the S. Pleasant Valley the quiet lovely cul-de-sac between Oltorf and Ben White.
- 9 Add a raised toll way on top of it and it would be perfect.

AFTER REVIEWING THE RECOMMENDED IMPROVEMENTS, DID WE GET IT RIGHT IN OUR RECOMMENDATIONS FOR WALKING?



COMMENTS

COMMENT

- 1 Need more space between vehicles, bikes and pedestrians. Need additional pedestrian friendly crossings.
- 2 The recommendations are not clear. It is difficult to understand what improvements will be made given the way the plan is presented, there is no clear way to understand the scale of the improvements being presented. The recommended plan is convoluted and difficult for a layperson to understand. 12 feet wide sidewalks are a must given the number of people that walk/jog with dogs, their children, strollers, etc. When two groups cross each other one group is forced onto the road this is very unsafe.
- I think the long term goal to have shared use paths along the whole stretch is misguided. Maybe tack on the bicycle paths next to the proposed high speed transit line being proposed along this corridor, or create a new "bike highway" path within the general area.
- 4 See last comment.
- 5 I prefer the separate modes of walking and cycling to having dedicated facilities instead of sharing a shared-use path. But I understand the ROW width constrains of the long-term improvements. Ultimately I think space may become available in the typical section if the increase in travel demand for the long-term design is shifted from vehicle trips to transit trips.
- 6 Do not have a clear opinion yet.
- 7 It is not clear how Dove Springs District Park, Southeast Library and the schools will be connected to new park at Yarrabee Bend(William Cannon), specifically how Nuckols Crossing and Pleasant Valley intersect and the William Cannon Intersection. Corridor Plan should address how it connects these key public facilities for walkers and bicycles (Families)
- 8 Improvements will destroy certain neighborhoods, especially the S. Pleasant Valley the quiet lovely cul-de-sac between Oltorf and Ben White.
- 9 I have no idea.
- 10 I don't know, I never walk that road, but more sidewalks all over Austin is good.

AFTER REVIEWING THE RECOMMENDED IMPROVEMENTS, DID WE GET IT RIGHT IN OUR RECOMMENDATIONS FOR BICYCLES?



COMMENTS

- There needs to be a protected bike lane on the south pleasent valley road especially on the south side of ben white. There is no bike lane there and its very risky for me to bike along the stretch.
 - A protected bike lane will be tremendously helpful.
 - It is an important north south connecting corridor for me. I bike frequently on the road.
 - Also there are two schools along the road and I see studeni walking and biking on the road too. It is not very safe for them to do so now. A protected bike lane will encourage more school children to bike safely along the route.
- The recommendations are not clear. It is difficult to understand what improvements will be made given the way the plan is presented, there is no clear way to understand the scale of the improvements being presented. The recommended plan is convoluted and difficult for a layperson to understand.

COMMENTS

COMMENT

- 3 See comment above. I do like the short term improvements currently proposed.
- 4 South Pleasent valley road needs protected bike lanes on both sides of the road for the entire stretch. There are two major schools on the corridor and lot of children going to school use the biking lanes regularly and currently, it is very unsafe to do do. The road also connects ACC Riverside and Ruiz branch public library. I use the stretch regularly for going to school and library from the onion creek area. It is very dangerous for me to bike on this corridor. The proposed bike improvements are not enough. It needs protected bike lanes on both sides of the road.

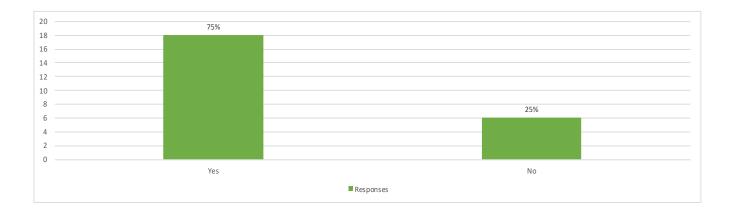
The corridor also connects a major park (onion creek park) and a lot of people are going to use the park once it is completed. They will access the park by bike.

The neighbourhood around the corridor has been very ignored by the city for a long time and still is not getting the development it deserves. The quality of S Pleasent Valley and roads around it is pathetically poor compared to most roads in the city. It is ridden with potholes, uneven surfaces, insufficient lighting and dangerous sidewalks. This project is also not funded yet. The city doesnt care about poor neighbourhoods enough. I am just glad there is such dialogue happening for this road.

Please install a protected bike lane along this entire corridor.

- Austin continually denies 25-33% of surface lanes for bike lanes that are used less than 0.01% of the time! The answer is to quit wasting money and resources on rarely if ever used mode of transportation. Get the bikes off the streets and fund a bike path program that is separate from the streets. This will increase safety and increase traffic flow. Create pathways up the creeks and along the river. The asinine implementation of bike lanes is making transportation in the city worse.
- 6 I really like the short-term improvements for bicycle facilities.
- 7 Do not have a clear opinion yet
- 8 It will still be very dangerous to use the Pleasant Valley/Highway 71 intersection by bicycle.
- 9 It is not clear how Dove Springs District Park, Southeast Library and the schools will be connected to new park at Yarrabee Bend(William Cannon), specifically how Nuckols Crossing and Pleasant Valley intersect and the William Cannon Intersection. Corridor Plan should address how it connects these key public facilities for walkers and bicycles (Families)
- 10 Improvements will destroy certain neighborhoods, especially the S. Pleasant Valley the quiet lovely cul-de-sac between Oltorf and Ben White.
- 11 I have no idea.
- 12 I don't bike that area, but more bike lanes are good

AFTER REVIEWING THE RECOMMENDED IMPROVEMENTS, DID WE GET IT RIGHT IN OUR RECOMMENDATIONS FOR TRANSIT?

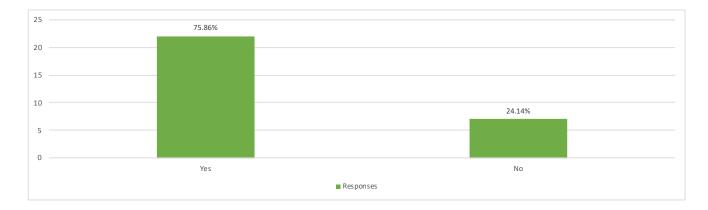


COMMENTS

COMMENT

- 1 Need a dedicated lane or que jumps to get through quicker
- 2 The recommendations are not clear. It is difficult to understand what improvements will be made given the way the plan is presented, there is no clear way to understand the scale of the improvements being presented. The recommended plan is convoluted and difficult for a layperson to understand.
- 3 As regards to Pleasant Valley, yes. Personally I would like better access to the airport (think route 350).
- 4 This route provides a connection between the east part of downtown--which will only become more densely populated and a higher demand area for entertainment and employment--and numerous neighborhoods in the southeast--which is only going to become more densely populated and is bound to see new businesses develop in the coming years. This corridor study provides an opportunity to plan for the future and I think the long-term plan should incorporate dedicated space in the ROW for transit.
- 5 | Need a plan to accommodate rail long term. Bus bump outs short term. Park and rides for South east Austin
- 6 Do not have a clear opinion yet
- 7 Improvements will destroy certain neighborhoods, especially the S. Pleasant Valley the quiet lovely cul-de-sac between Oltorf and Ben White.
 - The City removed the bus transit stop at Terrilance and Burleson. No longer feasible to take transit if wanted to.
- 8 I have no idea.
- 9 I do not take mass transit in Austin, it is so poorly designed and takes too long to get anywhere.

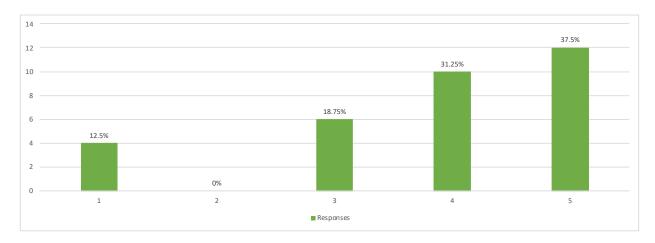
AFTER REVIEWING THE RECOMMENDED IMPROVEMENTS, DID WE GET IT RIGHT IN OUR RECOMMENDATIONS FOR SAFETY?



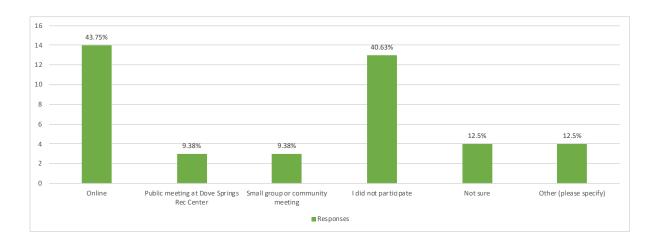
COMMENTS

- The recommendations are not clear. It is difficult to understand what improvements will be made given the way the plan is presented, there is no clear way to understand the scale of the improvements being presented. The recommended plan is convoluted and difficult for a layperson to understand.
- 2 The Pleasant Valley extension to Burleson should end in a roundabout, not a stop light
- 3 Thinning of traffic lanes for rarely if ever used bike lanes decreases safety unnecessarily.
- 4 Again, increasing density on the other end of the new through streetwill not only increase bottlenecks in the north but also make it less safe for pedestrians, buses, bikes and cars.
- 5 do not have a clear opinion yet
- 6 Pleasant Valley/Hwy 71 intersection still very dangerous. Turning traffic rarely yields to bicycles.
- 7 Existing Sidewalks have terrible circulation due to some utilities placed in their right of way. This is difficult for strollers and bicycles. Please also consider that people put their trashcans in sidewalk on pickup days, reducing path width
- 8 Improvements will destroy certain neighborhoods, especially the S. Pleasant Valley the quiet lovely cul-de-sac between Oltorf and Ben White. Opening up the cul-de-sac will cause more traffic and less safety.
- 9 I don't know, more sidewalks and bike lanes are always a good thing

DO YOU SUPPORT THE RECOMMENDED IMPROVEMENTS? (1 LOWEST, 5 HIGHEST)



IN WHAT WAYS HAVE YOU ALREADY PARTICIPATED IN DEVELOPMENT OF THE SOUTH PLEASANT VALLEY ROAD CORRIDOR MOBILITY PLAN? (SELECT ALL THAT APPLY)



COMMENTS

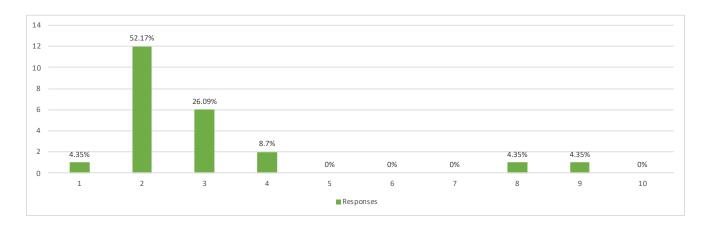
- I am pretty sure this is my first time commenting on the improvements. If there was an earlier fact-finding survey for the corridor, I might have also given feedback at that point too.
- 2 I'm a voting member of the south east community of neighborhoods that liases with the city council, staff and special programs.

 Just last month I voted for expanding bike trails in our area. I voted for this because these bike paths were not on city streets. I.E. restricting traffic flow, causing congestion, making roads less safe.
- I'm a voting member of the south east community of neighborhoods that liases with the city council, staff and special programs. Just last month I voted for expanding bike trails in our area. I voted for this because these bike paths were not on city streets. I.E. restricting traffic flow, causing congestion, making roads less safe.
- 4 I did participate in every survey from City of Austin and Capital Metro regarding this area.

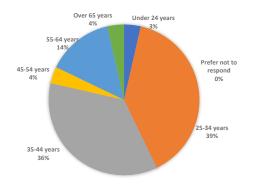
ADDITIONAL COMMENTS

- 1 Protected bike lane along the entire stretch of the road please. There is space for it and the community needs it and will gladly use it
- 2 At the very minimum, I would like to see 12ft wide sidewalks, plus a bike lane. There also needs to be an obvious traffic signal for pedestrians crossing William Cannon from pleasant valley south to onion creek park. The connection between dove springs district park and onion creek park is important for mobility and livability of the area.
- 3 Nope
- 4 I think with connectivity it would get a lot of bicycle use. Would put a high priority on connecting the gap near oltorf.
- A traffic circle at Pleasant Valley and Teri Rd would be extremely unsafe for elementary school kids that would have their lives put at risk twice daily. It would be about the only thing stupider than the asinine implementation of bike lanes that the city is jamming down our throats!
- 6 Please think about the impact on N Pleasant Valley Rd
- 7 I support the short-term improvements more than the long-term improvements. I'd prefer to use transit to absorb the additional travel demand the corridor will experience instead of adding a travel lane back in each direction.
- 8 Thank You!
- 9 main concern is taking into consideration the influx of traffic and making an effort to ensure that this does not affect the quality of life of those who live in the area.
- 10 no
- 11 wonderful community event. I want to be more involved with the current events in my community
- 12 Highlight how South Pleasant Valley Corridor will connect parks, libraries and schools.
- Improvements will destroy certain neighborhoods, especially the S. Pleasant Valley the quiet lovely cul-de-sac between Oltorf and Ben White. My neighbors and I have between 20-40 feet of City right of way that will be taken out of our front yards and tree/land-scaping destroyed, not to mention the traffic that will come from an planned busy street. We do not want our cul-de-sac to become like Burleson Road.
- 14 Build more roads

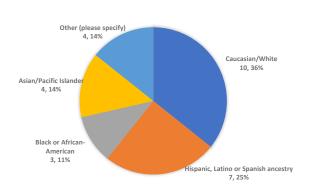
WHAT IS YOUR CITY COUNCIL DISTRICT?







RACIAL ETHNICITY



	RACIAL ETHNICITY-OTHER				
СО	COMMENT				
1	Mixed				
2	Euroamerican				
3	Human				
4	White/Asian				

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Ιn	e tollowing ta	able doc	iiments co	mments r	eceived or	i the white	noard at	the bliblic	meetina (UIDG TO HID	iare)

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 &COMMUNITY FOOD DRIVE - SAFETY				
COMMENT	LOCATION			
	LOCATION			
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	PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - CODE VIOLATION				
	COMMENT	LOCATION			
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13					

	PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - ROADWAY CHANGES				
	COMMENT				
1					
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8					
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11					
12					

PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - BIKE LANES				
COMM	MENT	LOCATION		
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10				
11				

	PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - SIDEWALKS				
	COMMENT	LOCATION			
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4					
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6					
7					
8					

PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - PEDESTRIAN CROSSWALK					
COMMENT	LOCATION				
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4					
5					
6					
7					
8					

	PUBLIC OPEN HOUSE &COMMUNITY FOOD DRIVE - LAND USE					
	COMMENT		LOCATION			
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3						
4						
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	PUBLIC OPEN HOUSE &COMMUNITY FOOD DRIVE - URBAN TRAILS				
	COMMENT		LOCATION		
1					
2					
3					
4					
5					

	PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - PARKLAND			
	COMMENT	LOCATION		
1				
2				
3				
4				

	PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - CAP METRO				
COMMENT		LOCATION			
1					
2					
3					
4					

PUBLIC OPEN HOUSE & COMMUNITY FOOD DRIVE - TRAFFIC CONGESTION		
COMMENT		LOCATION
1		

	PUBLIC OPEN HOUSE &COMMUNITY FOOD DRIVE - SIGNALIZATION	
COMMENT		LOCATION
1		

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?			

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:

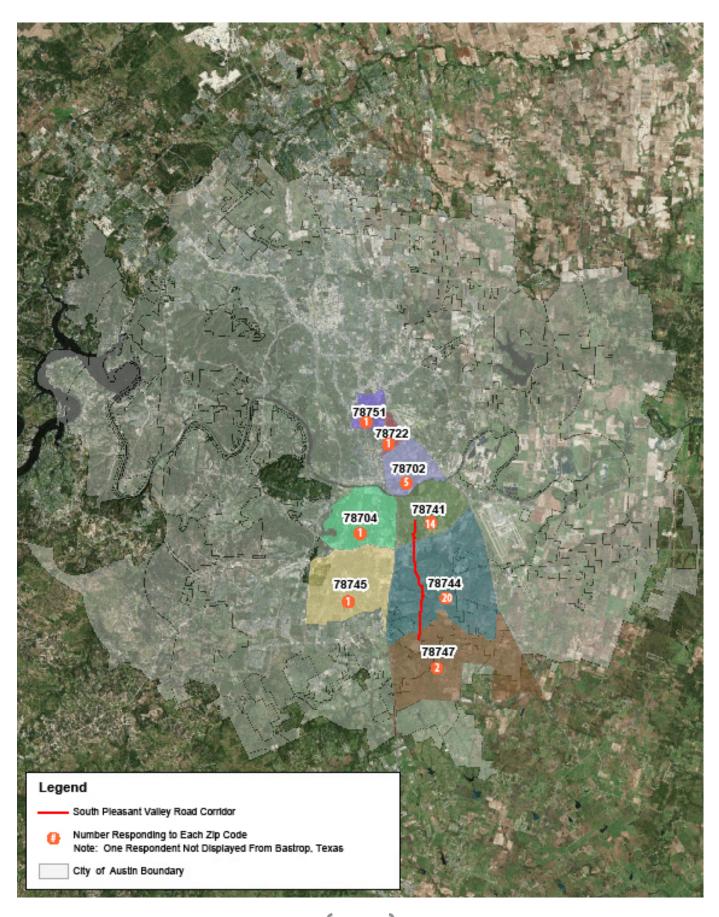








WHERE DO YOU LIVE?



WHERE DO YOU WORK OR GO TO SCHOOL?

