

APPENDIX C - PUBLIC INVOLVEMENT PLAN



The City of Austin Transportation Department, and the consultants with whom it has partnered for the four Transportation Corridor Studies to be conducted in 2011-12, are committed to an open, inclusive, proactive and transparent program of public engagement. This Public Involvement Plan (PIP) forms the basis for a common approach to communications and outreach among the four studies. It includes goals and objectives to be achieved, and strategies and tactics to be deployed, by City staff, members of the consultant teams, and other communication partners as appropriate.

Specific needs and conditions on each of the four corridors will be addressed as appropriate by refining or adding to the strategies and tactics identified here; these corridor-specific elements are identified in the appendices to this PIP. Output measures (e.g., number of meetings, mailings, etc.) will also be specified for each corridor and will be reflected in the appendices.

GOALS AND OBJECTIVES

Goal 1

To provide users, neighbors, property owners, and other direct stakeholders served by each corridor with sufficient opportunity to contribute their input to the City of Austin and its consultants to inform and help shape the results of each Transportation Corridor Study.

- **Objective 1-A:** Informing stakeholders about the Corridor Study projects, their processes and time lines; their goals, objectives and anticipated outcomes; and their ongoing progress.
- **Objective 1-B:** Collecting stakeholder input that aids in assessing and defining current characteristics, conditions and needs of each corridor.
- **Objective 1-C:** Collecting stakeholder input that aids in developing a vision that defines the desired physical, functional, aesthetic and cultural character of each corridor.
- **Objective 1-D:** Collecting stakeholder input to aid in identifying corridor enhancement needs, including recommendations for policy measures, capital investments, and opportunities for collaboration with both public and private partners.
- **Objective 1-E:** Presenting recommendations for public comment, review and feedback.

Goal 2

To ensure that traditionally underrepresented and hard-to-reach populations and groups have sufficient opportunity to engage in the Corridor Study process. This goal will involve using targeted and customized outreach strategies to ensure opportunities to participate for populations and groups including the following:

- **Objective 2-A:** Environmental justice (EJ) populations.
- **Objective 2-B:** Businesses and property owners.
- **Objective 2-C:** Non-profit, faith-based and other community-serving organizations and their clients.
- **Objective 2-D:** School communities (students, parents and staff) for campuses served by each corridor.



Goal 3

To maintain communications and outreach between the City and its consultants and other transportation providers, government agencies, and key public and private partners, including:

- **Objective 3-A:** Targeted outreach to public officials and key decision-makers to inform them of each Corridor Study's goals, objectives, anticipated outcomes, process and time line;
- **Objective 3-B:** Coordination and collaboration between the City and other agencies, providers and partners to leverage the use of the various available communications channels and outreach opportunities

Goal 4

To communicate and enable opportunities for input for interested citizens throughout the City through appropriate engagement and outreach strategies, including:

- **Objective 4-A:** Informing the public of the purpose and need, process and outcomes for the Transportation Corridor Studies and their relationship to the Austin Strategic Mobility Plan and the City's overall mobility policies and programs;
- **Objective 4-B:** Providing information and opportunities for engagement for transportation advocates and other communities of interest that align with the purpose and need of the Corridor Studies

STRATEGIES AND TACTICS

STAKEHOLDER OUTREACH.

This strategy includes all activities that are specifically targeted to defined individual stakeholders and groups of stakeholders, such as neighborhood groups, business groups, adjacent property owners, elected officials, EJ populations and the groups serving them, etc. This outreach will be a vital component of the overall engagement strategy for the Corridor Studies and is intended to complement and enhance engagement opportunities designed for broad public participation (see Strategy 2 below). Tactics to be deployed include:

Developing stakeholder databases and contact lists

Initial lists of identified stakeholders for each corridor will be developed by the Corridor Study consultant teams with input from the City. These lists 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 should be maintained using tools and systems that allow for interchange of data as necessary between Corridor Studies or with other City projects and initiatives.



Individual and small-group meetings with identified stakeholders

These include meetings hosted by the City and consultant teams to which identified stakeholders are invited, or those (e.g., neighborhood association meetings) held by stakeholders to which the Corridor Studies teams are 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 teams; 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 2 above.

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.

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:

Initial public meeting

Meetings to be held in each Corridor Study area. These meetings should use an open-house format to communicate the purpose and process of the Corridor Studies, 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.

Additional mid-stream public meetings

As appropriate to the needs of each corridor and study, additional public meetings, such as a design workshop or charrette, may be held. Publicity and outreach to encourage participation in these meetings will generally be conducted as described in 2-a above.

Business Open House and other targeted public meetings.

Each Corridor Study will also include an open-house meeting that is open to the public but which is held at a time and in a location that encourages participation from businesses served by the corridor. Publicity and outreach for Business Open House meetings will include targeted efforts to reach business stakeholders. As appropriate to the needs of each corridor, similar open-house meetings can be conducted to reach other traditionally underrepresented and hard-to-reach populations, as described in Goal 2 above. Participation and comments received should be documented for internal use and summarized for public use.



Participation in other public meetings

Opportunities for outreach provided by other public meetings and events in the Corridor Study areas should be leveraged where appropriate. These could include meetings being held as part of other City or partner agency initiatives or other types of community events. Exhibits developed for open-house meetings, comment forms, and other such tools should be used; participation should be documented and summarized as is feasible.

Final public meeting (Draft Plan presentation).

A final public meeting in the Corridor Study area will be held to present draft recommendations and allow for public feedback and comment. The format of this final public meeting, including the techniques used to collect feedback, should be determined as appropriate for each corridor study, as long as this feedback is adequately collected, documented, and summarized. Notification and outreach to encourage participation should be conducted as outlined above

Presentation to city boards, commissions, and City Council.

The City and consultant teams will conduct outreach as needed to support public awareness and participation of opportunities to engage offered by City board/commission and Council briefings and presentations of each Corridor Study.

PRINT AND ELECTRONIC COMMUNICATIONS MATERIALS

The City and consultant teams will develop necessary print and electronic materials for ongoing communication and education about the Corridor Studies to both general and specific audiences. To the degree possible, these products should be standardized for use by all Corridor Study teams. Tactics include:

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. A standard process for signing up to receive further information will be developed for use by all four Corridor Studies.

Fact sheet

A fact sheet template is being developed for use by all four corridor study teams, with consistent branding and messaging but allowing for needed customization for each corridor.

Electronic newsletter and Website

Guidelines and templates for E-newsletters should be developed to ensure consistency between corridor study areas. Information for each of the Corridor Studies will be hosted, maintained and made available at the Austin Strategic Mobility Plan website at <http://www.austinstrategicmobility.com>.



ROLES AND RESPONSIBILITIES

Generally, responsibility for activities to implement this PIP will be allocated between the City and each corridor's consultant team as outlined below. More specifics are included in the scopes of work for each Corridor Study. **Table C-1** summarize the responsibilities and **Table C-2** summarize the time line.

Table C-1: Responsibilities

City of Austin staff	Consultant teams
Stakeholder identification, including provision of customary City notification lists	Public involvement plan
	Stakeholder identification and database development/maintenance
Coordination of dates and locations for public meetings	Interest list (mailing list) development and maintenance
	Exhibits for public and stakeholder meetings
Distribution of meeting notices, letters to public officials, media releases	Staffing and logistics for public and stakeholder meetings
	Development of meeting notices, letters to public officials, media releases
Maintenance of corridor study Web presence at ASMP.com	Preparing questionnaires, discussion guides, 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

Table C-2: Timeline

August 2011	PIP development
	Materials/Web development
	Initial stakeholder database and interest list development
	Planning/logistics for first public meeting
	Initial stakeholder meetings
September 2011	First public meeting
	Additional stakeholder meetings
	Distribution of print/electronic information materials
	Additional stakeholder database and interest list development
October/November 2011	Additional stakeholder/public meetings as needed (including Business Open House)
	Print/electronic project updates
	Web content
December 2011 - January 2012	Draft Study presentation; public meeting
	Print and electronic project updates
February 2012	Corridor Study presentation to City boards, commissions, City Council.

August 2011 PIP development

Materials/Web development



STRATEGIES AND TACTICS

Stakeholder Outreach

Developing stakeholder databases and contact lists

Consultant will establish an initial database which may include: members of the Austin community; civic and governmental leaders; neighborhood/homeowner associations; large, medium, and small businesses; faith based organizations; various chambers of commerce; special interest groups (ADAPT, Austin Bicycle Coalition, environmentalists, etc.); transportation entities (TxDOT, CAMPO, Capital Metro, etc); AISD; various City of Austin representatives/appropriate personnel/staff; emergency response entities, utility providers; and special interest groups. Additional groups and individuals may be added to the database during the process and outreach. The database will be used for meeting notifications, project updates, and to track comments for both internal and external communications. Initial database sources will be as follows:

- Travis County Appraisal District (TCAD)
- City of Austin Neighborhood Planning
- Homeowner/Neighborhood Association websites

The database will be updated after each public meeting/open house/stakeholder meeting.

Individual and small group meetings with identified stakeholders

Stakeholder groups currently identified and aligned by suggested groupings are as follows:

First Stakeholder Group Meeting

- Capital Area Metropolitan Planning Organization (CAMPO)
- Capital Metropolitan Transportation Authority (Cap Metro)
- City of Austin Emergency Providers
 - Emergency Medical Technicians
 - Fire Department
 - Police Department
 - Rapid Response Teams
- City of Austin Transportation Department
- Texas Department of Transportation
 - Advanced Project Development
 - Planning
- Travis County Precinct 2
 - Commissioner
 - Constable



Second Stakeholder Group Meeting

- AT&T
- Austin Energy
- City of Austin
 - Austin Water Utility
 - Public Works
 - Solid Waste Services
- Texas Gas Service
- Time Warner Cable

Third Stakeholder Group Meeting

- ADAPT (disability community)
- Austin Bicycle Coalition (ABC) and like bicycle entities
- City of Austin
 - Art in Public Places
 - Parks and Recreation Department
- Faith Based Organizations
 - Austin Area Interreligious Ministries (AAIM)
 - Churches/Synagogues/Temples

Fourth Stakeholder Group Meeting

- Austin Board of Realtors
- Chambers of Commerce
 - Austin Asian Chamber of Commerce
 - Capital City African American Chamber of Commerce
 - Greater Austin Chamber of Commerce
 - Greater Austin Hispanic Chamber of Commerce
 - Network of Asian American Organizations
 - Texas Asian Chamber of Commerce
 - Women's Chamber of Commerce
- Development Community/Developers
- Major Businesses
 - Domain
 - Chinatown
 - IBM
 - UT-JJ Pickle Research Center
- Real Estate Council of Austin (RECA)
- Unique or specialty businesses/developments/major traffic generators

Fifth Stakeholder Meeting

- Austin Independent School District
 - Barrington Elementary School
 - Brentwood Elementary School
 - Burnet Middle School



- Cook Elementary School
- Lanier High School
- McBee Elementary School
- Pillow Elementary School
- Lucy Read Pre-Kindergarten Demonstration School
- Walnut Creek Elementary School
- Wooldridge Elementary School
- Pflugerville Independent School District
 - Connally High School
- Charter Schools
 - Brentwood Christian School
 - NYOS (Not Your Ordinary School) Charter School
- City of Austin
 - Neighborhood Planning
- Homeowner/Neighborhood Associations
 - Allandale Neighborhood Association
 - Crestview Neighborhood Association
 - North Creek/Georgian Acres Neighborhood Association
 - Gracywoods Neighborhood Association
 - Highland Neighborhood Association
 - Mockingbird Hill Neighborhood Association
 - North Austin Civic Association
 - North Park Estates Neighborhood Association
 - North Shoal Creek Neighborhood Association
 - Walnut Creek Neighborhood Association
 - Wooten Neighborhood Association

Targeted information pieces

Targeted information pieces will include, but will not be limited to, the following.

- **Fact Sheet:** A basic one-page fact sheet will be developed to provide general project information. The fact sheet will be available via print or email, and distribute to the database as necessary. It will also be available at each planned informational meeting/open house and will be distributed/shared at every opportunity (neighborhood association meetings, PTA/PTSA meetings, etc.). The fact sheet will also be included on the ASMP website.
- **Survey(s):** The focus of the survey will be to gain knowledge of the public's aspects of the corridor(s) they most value. The survey(s) may be distributed at meetings, and will be included on the ASMP website. Survey results will be shared at the final public meeting.
- **Comment Cards:** Comment cards will be developed and made available at each planned meeting/open house. The purpose is to allow participants an additional means of communication after/between meetings, and to share with others who may not have attended meetings, but still wish to be involved in the process. The return address for the cards will be determined by city staff, if one has not previously been determined.
- **Door Hangers:** Door hangers may be developed and distributed to neighborhoods and businesses abutting both corridors to advertise the public meetings/open house, to encourage attendance, and to announce the online survey(s).
- **Electronic Mail Blasts:** Electronic mail (Email) blasts may be used to distribute information to



the database. In addition, email blasts will be provided to the following entities to be included in communication mediums with their respective audiences:

- Homeowner/Neighborhood Associations
- Churches
- Schools
- Major Businesses/Entities (The Domain, IBM, H-E-B, YWCA, Apartment Complexes)
- **Backpack Fliers/Folder Fliers:** One page fliers may be created, and with permission of the school administrator(s), given to schools to include in students' backpacks/folders, announcing key events during the corridor study project.
- **Key Briefings:** As with any project, there are always interested individuals that may not be associated with particular stakeholder groups, but with whom it is important to include in the process, and whose participation may facilitate moving quickly. The consultant team may conduct informational and/or informal interviews to obtain information concerning their interests and concerns.

Public Outreach

Initial public meetings will be held at the following dates, times and locations.

- Tuesday, September 20, 2011, 6:30-8:00 p.m., St. Mark's United Methodist Church, Fellowship Hall/Sanctuary, 601 W. Braker Lane
- Thursday, September 22, 2011, 6:30-8:00 p.m., St. John's United Methodist Church, Great Hall, 2140 Allandale Road

Additional mid-stream public meetings are not currently planned for this corridor project. However, should the consultant team determine a need, midstream meetings will be scheduled, with approval of city staff.

Business Open House and other targeted public meetings. The Business Open House is scheduled Thursday, January 19, 2012; and will be held in conjunction with the final public meeting. The meeting place, time, and location will be at either location as the initial public meetings, for familiarity reasons. Five stakeholder meetings will be held with a completion target date of November 15, 2011. Due to the composition of the stakeholder groups, four of the five meetings may be held during regular business hours, and do not necessarily need to be held in the corridors. The fifth stakeholder group, including neighborhoods, will be scheduled for evening at one of the following public libraries, schedules permitting.

- Little Walnut Creek Branch Public Library, 835 W. Rundberg Lane
- North Village Branch Public Library, 2505 Steck Lane

Participation in other public meetings. The consultant team will seek opportunities to engage the public in currently scheduled meetings or various stakeholder groups along the corridors. Examples will include, but will not be limited to the following:

- Homeowner/Neighborhood Association meetings
- Parent-Teacher Association (PTA) meetings and/or Parent-Teacher-Student Association (PTSA) meetings
- School Fairs/Festivals, etc.
- Neighborhood Block Parties/Gatherings, etc.



- Other City of Austin sponsored events/activities along the corridors
- Chamber/Stakeholder/Major Entity/Business sponsored events

Final Public meeting was held on Thursday, January 19, 2012; at Crestview United Methodist Church Fellowship Hall at 1300 Morrow Street from 10 AM to 7 PM.

Presentations to city boards, commissions, and city council. Presentations to city boards and commissions will be made as agreed upon by the consultant team and city staff. The timeline for these presentations is January 1-31, 2012. The presentation to city council is scheduled for February 2, 2012, council addenda schedule permitting.

