

AIRPORT BOULEVARD CORRIDOR
DEVELOPMENT PROGRAM
APPENDIX D

FEBRUARY 2014

**City of Austin Transportation Department: Austin Strategic Mobility Plan
Corridor Development Program
Master Public Involvement Plan
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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

1. **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.
 - a. **Objective 1-A:** Informing stakeholders about the Corridor Study projects, their processes and timelines; their goals, objectives and anticipated outcomes; and their ongoing progress.
 - b. **Objective 1-B:** Collecting stakeholder input that aids in assessing and defining current characteristics, conditions and needs of each corridor.
 - c. **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.
 - d. **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.
 - e. **Objective 1-E:** Presenting recommendations for public comment, review and feedback.

2. **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:

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- a. Objective 2-A:* Environmental justice (EJ) populations.
 - b. Objective 2-B:* Businesses and property owners.
 - c. Objective 2-C:* Non-profit, faith-based and other community-serving organizations and their clients.
 - d. Objective 2-D:* School communities (students, parents and staff) for campuses served by each corridor.
3. **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:
 - a. 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 timeline;
 - b. 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
4. **Goal 4:** To communicate and enable opportunities for input for **interested citizens** throughout the City through appropriate engagement and outreach strategies, including:
 - a. 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;
 - b. 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

1. **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:
 - a. Developing stakeholder databases and contact lists.* Initial lists of identified stakeholders for each corridor will be developed by the

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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.

- b. 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.
- 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.*

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 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

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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.

- b. *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.
- c. *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.
- d. *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.
- e. *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
- f. *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

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each Corridor Study.

3. **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:
- 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. A standard process for signing up to receive further information will be developed for use by all four Corridor Studies.
 - b. *Fact sheet.* A fact sheet template (for print or electronic distribution) is being developed for use by all four corridor study teams, with consistent branding and messaging but allowing for needed customization for each corridor.
 - c. *Electronic newsletter.* Guidelines and templates for E-newsletters should be developed to ensure consistency between corridor study areas.
 - d. *Website.* Information for each of the Corridor Studies will be hosted, maintained and made available at the Austin Strategic Mobility Plan website at 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.

City of Austin staff	Consultant teams
<ul style="list-style-type: none"> • Stakeholder identification, including provision of customary City notification lists • Coordination of dates and locations for public meetings • Distribution of meeting notices, letters to public officials, media releases • Maintenance of corridor study Web presence at ASMP.com 	<ul style="list-style-type: none"> ■ Public involvement plan • Stakeholder identification and database development/maintenance • Interest list (mailing list) development and maintenance • Exhibits for public and stakeholder meetings • Staffing and logistics for public and stakeholder meetings • Development of meeting notices, letters to public officials, media

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	<p>releases</p> <ul style="list-style-type: none"> • 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
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Anticipated 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.

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Public Involvement Plan Appendix: Airport Boulevard
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This appendix to the Master Public Involvement Plan for the Transportation Corridor Studies addresses specific goals and objectives, strategies and tactics that will be incorporated into public engagement activities for the Airport Boulevard study.

Goals and Objectives

Airport Boulevard Initiative: The Airport Boulevard Transportation Corridor Study is being conducted in coordination with the (Upper) Airport Boulevard Form-Based Code project (overseen by the City's Planning and Development Review Department); for purposes of communications and outreach, these projects are being presented as a single Airport Boulevard Initiative.

Within the framework of the Master PIP, this has implications for the following identified goals and objectives:

- **Goal 1:** An additional objective (1-F) will be for the engagement team to ensure that input gathered through outreach activities conducted as part of *either* project within the initiative is appropriately shared, responded to and incorporated into the Corridor Study. While the aim of a combined Initiative is to present stakeholders (and other audiences) with a seamless and convenient channel for their participation, Corridor Study outreach will, as needed, also seek to clarify the differences in scope and purpose between the two component projects.
- **Goal 2:** This goal and its objectives are shared by both component projects. Directed outreach activities to hard-to-reach groups for the FBC project will also be used to garner input for the Corridor Study.
- **Goal 3:** The integrated outreach tactics of the Airport Boulevard Initiative themselves serve to meet this goal and its objectives.
- **Goal 4:** An additional objective (4-C) would mirror that identified above as 1-F: ensuring that information transmitted through multiple gateways to the Initiative (e.g., airportboulevard.com) is appropriately captured and incorporated into the Corridor Study.

Strategies and Tactics

With regard to coordinated outreach as part of the combined Airport Boulevard Initiative, details about outreach strategies and tactics being used can be found in the Public Ownership Plan prepared for the FBC project. As for activities specific to the Corridor Study, additions to or variations from the Master PIP for the Airport Boulevard project include:

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1.a: *Developing stakeholder databases and contact lists.* The engagement team is working to develop a single (open-sourced, cloud-based) database for use by both components of the Airport Boulevard initiative, but will also manage the database to ensure a standard model and interface between the four Corridor Studies as outlined in the Master PIP. This may require the maintenance of two parallel databases.

2.b: *Additional mid-stream public meetings.* The Corridor Study engagement team will be participating in all of the Vision and Design public meetings being held as part of the FBC project. Therefore, there will be at least four public meetings — kickoff, the Vision and Design sessions, the Business Open House, and a final draft plan presentation — conducted as part of the Corridor Study PIP.

3.c: *Website.* Some content regarding the Corridor Study will be housed at both AustinSMP.com and AirportBoulevard.com. However, whenever possible visitors to the latter site will be directed to AustinSMP.com for transportation-related information.