

PUBLIC OUTREACH

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Background

The engagement effort for the Austin Avenue Corridor Study aimed to gather public input for the development of a well-supported plan reflective of the needs and values of the Georgetown community. The strategies identified for the public involvement process were intended to provide transparency and accessible opportunities for the public to stay informed and provide input.

Engagement activities were conducted early in the process to gather feedback from stakeholders and the public. Materials were developed in multiple media formats and languages to maximize accessibility and reach. In addition to in-person events, online materials were provided for public review and feedback. Public preference surveys were made available online as well as an interactive map to capture public feedback and comments. Offering multiple feedback options promotes inclusivity and equitable engagement by broadening the range of community members who can participate and provide input on important issues. Additional information regarding engagement activities is available in the Public Involvement Technical Report (Appendix A).

Public Outreach objectives:

- Create public awareness of the study and facilitate active and collaborative participation.
- Maintain an open and transparent process throughout the engagement effort and provide timely and informative study updates.
- Engage, collect, and incorporate input from a wide range of stakeholders.
- Use public input and comments in the development and refinement of recommendations.

Stakeholder Engagement

Various public engagement strategies were employed to maximize participation across diverse audiences. The community of Georgetown includes seniors, persons with disabilities, underserved communities, zero-car households, and people with limited English proficiency (LEP). Engaging stakeholders was prioritized throughout the study and was essential for effectively identifying needs and concerns, mitigating design solutions, and ultimately recommendations. During the course of the study, multiple stakeholder interviews and events were conducted.

Stakeholders engaged included the following:

- Property Owners
- HOAs
- Residents
- Educational Institutions
- Businesses
- First Responders
- Elected and Appointed Officials
- Georgetown Independent School District
- Community Groups

Neighborhood events provided residents an opportunity to speak with City officials about the project and share their feedback.



Three open house events were conducted during the study process. Each event included a survey to gather feedback.

OPEN HOUSE 1 RED POPPY FESTIVAL

The first open house was held early in the study during the Red Poppy Festival on April 29, 2023. The public was invited to review the purpose and goals of the Study along with information detailing existing conditions along the Corridor.



62

Number of comments posted to the online Interactive Map.



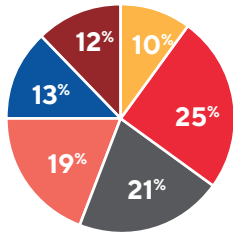
544

Number of responses received from the online Public Preference Survey.



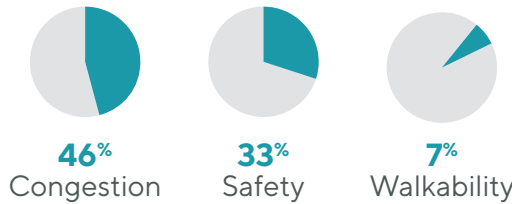
RED POPPY FESTIVAL OUTREACH RESPONSE

STUDY AREAS REGULARLY VISITED



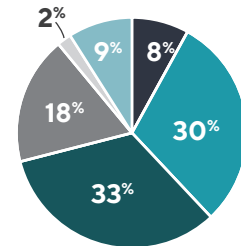
- ▲ 12% Northern Gateway
- ▲ 25% San Gabriel
- ▲ 21% Downtown
- ▲ 19% Old Town
- ▲ 10% Southern Gateway
- ▲ 13% Industrial and Institutional

TOP CONCERNS ALONG THE CORRIDOR



Respondents were asked to select their top three concerns along the Corridor and to rank their top three selected concerns.

ISSUES ALONG THE CORRIDOR



- ▲ 33% Safety
- ▲ 30% Sidewalks
- ▲ 18% Traffic
- ▲ 8% Crossing Austin Avenue
- ▲ 2% Parking
- ▲ 9% Other

An online interactive map captured public comments and feedback.

OPEN HOUSE 2

ART STROLL

The second open house was held halfway through the study on October 19, 2023 during Georgetown Art Stroll event. The event presented preliminary recommendations and early draft concepts.

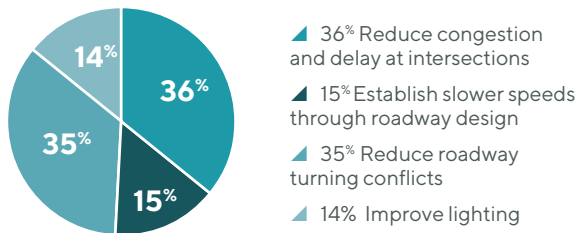
30
 Number of people who attended the event.

223
 Number of responses received from the online Public Preference Survey.

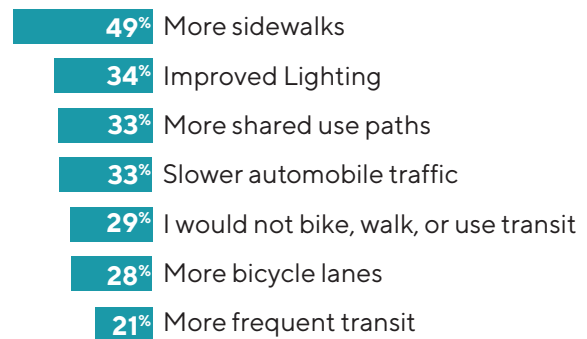


ART STROLL OUTREACH RESPONSE

What transportation changes do you think would improve driving conditions along Austin Avenue?

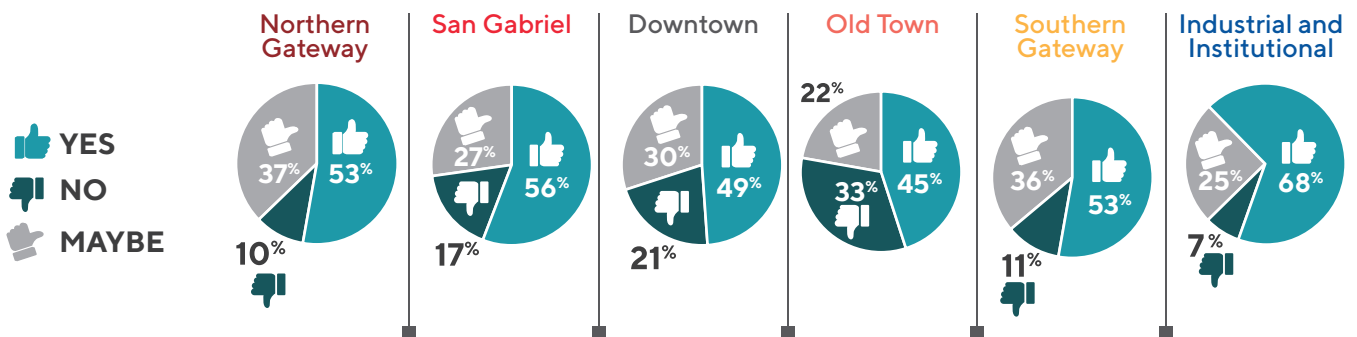


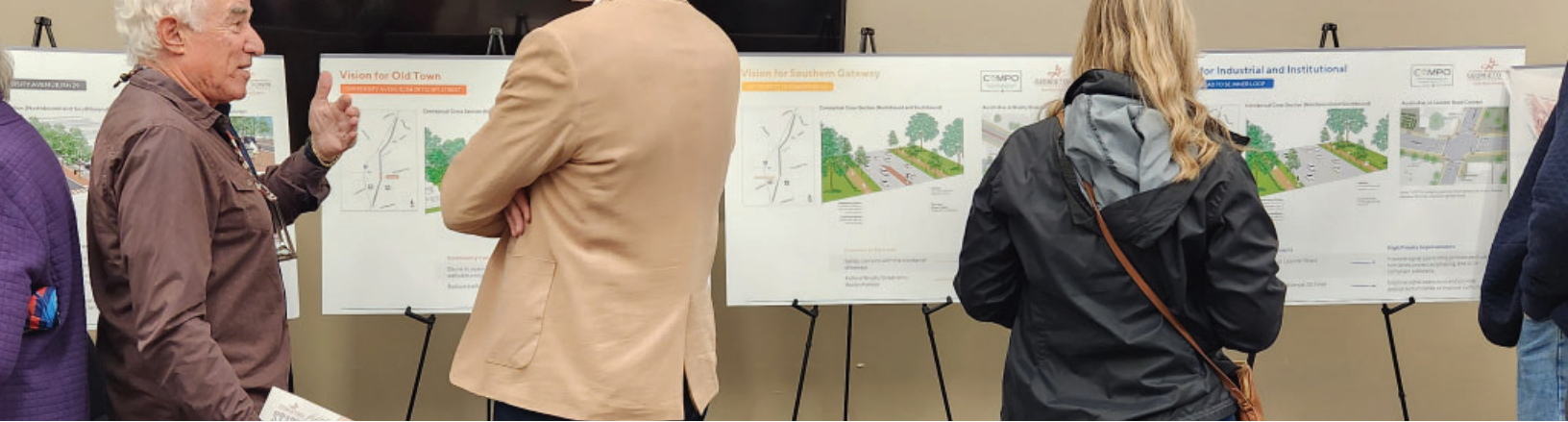
What improvements do you believe would enhance transportation for non-drivers along Austin Avenue?



Percentages reflect multiple choice responses.

Do you think the concepts developed for the Corridor would address transportation needs?





OPEN HOUSE 3

STATE OF THE CITY ADDRESS

The open house was held near the end of the study at the State of the City event in March 19, 2024. The draft recommendations were provided during the event.

The open house style format allowed attendees to review project exhibits and a schematic of the corridor.

Information presented at the event included boards showing recommended concepts and street cross-sections.

Other information included:

- Project overview and timeline
- Project goals and objectives
- Previous feedback
- Placemaking improvements
- Intersection improvements



125

Number of people who attended the event.



44

Number of responses received from the online Public Preference Survey.



Social media was used to share the events and survey.

SURVEY KEY TAKEAWAYS

Respondents were most excited about Downtown concepts, dedicated turning lanes, pedestrian improvements, and the San Gabriel Village Blvd. roundabout.

Respondents noted concerns about parking near downtown and the need for protected crosswalks throughout the entire corridor.

Respondents feel additional north and south connections need to be considered and access to downtown including parking and sidewalks should be kept in mind.

Additional comments included traffic concerns on Williams Drive and the need for an increase of public transit.

Social media posts for each event helped to raise awareness of the events and directed interested people to the online project website.





OLD TOWN, AUSTIN AVENUE SOUTH OF UNIVERSITY AVENUE