

Public Involvement Summary

Overview

The San Marcos Transportation Corridors Study includes a thorough public involvement program to invite diverse community members to learn about and participate in the concepts and design of key transportation corridors and three activity centers in the San Marcos Area. The project team used a variety of methods to engage the community including focus groups, virtual design workshops, interactive online open houses, study website, and steering committee meetings made up of local community members.

To comply with COVID-19 health guidelines, the project team emphasized virtual or remote engagement, conducting a combination of digital and non-digital/grassroots promotion. Additionally, a study website was created to provide project updates and access to materials.

Key Activities

- Website, Stakeholder Outreach, and Materials
- Steering Committee Meetings
- Virtual Focus Groups (50 participants)
 - o Spring/Summer 2020
 - o Nine different sectors participated
- Virtual Open House 1 (200 participants)
 - o Available August 31 October 12, 2020
 - o Interactive mapping activities
- Virtual Design Workshop (54 participants)
 - o Conducted March 1-5, 2021
 - o Interactive live-polling, planning and design
- Virtual Open House 2 (329 participants)
 - o Available May 3 June 4, 2021
 - o Interactive survey with corridor concepts and site plans
- Upcoming: Virtual Open House 3 (October 2021)

Community Outreach and Promotion

- Print: Yard signs, mailed postcards, flyers, newspaper ads
- Public Access TV: Ad placed on San Marcos Local Access Channels
- Social Media: Facebook, Twitter, Instagram, Nextdoor
- News Media Coordination: Press releases sent by City of San Marcos Public Information Office
- Working through Community Networks: Distributed information and opportunities
 for input through existing networks, including San Marcos Chamber of Commerce,
 Texas State University, City of San Marcos Communications coordination, Greater
 San Marcos Partnership, community groups, neighborhood associations,
 environmental groups (Meadows Foundation), and more



PUBLIC INVOLVEMENT ROUND 1

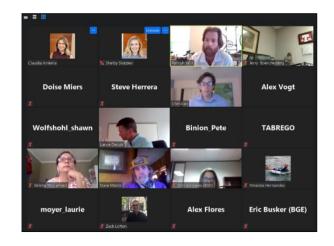
Focus Groups - Spring / Summer 2020

The project team held nine focus group meetings with approximately 50 stakeholders to provide information about the study process and receive input from different perspectives within the

community related to the Study's key focus areas. Stakeholders included city staff and leaders, the local business community, environmental/sustainability-focused leaders, Texas State University, CHRISTUS Hospital, local neighborhoods, social service organizations, and more.

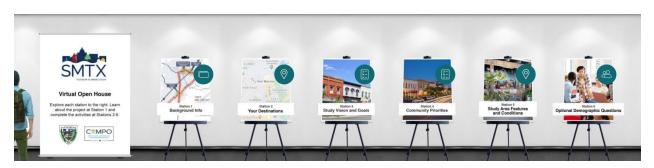
Participants represented the following stakeholder groups:

- Environmental
- Executive
- Downtown businesses
- Transportation and mobility
- Health and social services
- Housing and neighborhoods
- Guadalupe and SH123
- Business and economic development
- Texas State University



Virtual Open House 1 - August 31 - October 12, 2020

The first public open house and comment period was held virtually to comply with COVID-19 recommendations. The virtual open house used an interactive platform developed in English and Spanish with a similar look and feel to an in-person meeting. It was available during an initial period from August 31 – September 28, 2020 and the open house and comment period was extended through October 12, 2020 to give the community more time to review information and submit comments. The open house included a project overview, survey questions, and interactive mapping activities and was available through the project website at smtxstudy.com. In addition to the virtual open house, the project page included general information about the study, downloadable project materials, and contact information.





PUBLIC INVOLVEMENT ROUND 2

Design Workshops - March 1 - 5, 2021

To gather input on initial design concepts and improvements for the transportation corridors and activity centers, the project team hosted a series of design workshops. Over the course of four days, 54 participants joined virtual meetings to focus on an individual corridor and activity center. Stakeholders included city staff and leaders, the local business community, environmental/sustainability-focused leaders, Texas State University, local neighborhoods, social service organizations, and more.



The workshops were held virtually over Zoom and used live polling, interactive maps and marker activities, and street mix activities to gather quick feedback on concepts. Participants shared comments via chat and through discussion while the design team drew new concepts using their feedback. At the end of the week, the concepts were refined and presented in a share back session and during a Steering Committee presentation.

Virtual Open House 2 - May 3 - June 4, 2021

The second public open house and comment period for the study also focused on virtual and remote input opportunities to comply with COVID-19 recommendations. The virtual open house was available in English and Spanish on the project website from May 3 – June 4, 2021 and used the same interactive platform as the first virtual meeting. The open house included background information, potential design concepts, and interactive survey questions. Comments could also be submitted by email, phone, or mail.





Promotion and Outreach Yard Signs







Ads on Public Access Television



Mailed Postcards



San Marcos Platinum Planning Study

The San Marcos Platinum Planning Study is a collaboration between the Capital Area Metropolitan Planning Organization (CAMPO), the City of San Marcos, and the local community. This study aims to identify needs and strategies to support potential transportation and development planning efforts to ensure a vibrant and prosperous San Marcos in the future.

PARTICIPATE ONLINE, BY MAIL, OR BY PHONE

August 31 - September 28, 2020

es una colaboración entre la Organización de Planificación Metropolitana del Área Capital (CAMPO), la cuidad de San Marcos, y la comunidad. El estudio tiene como objetivo identificar necesidades y estrategias para apoyar planificación de transporte y desarrollo para asegurar un futuro para San Marcos que sea vibrante y próspero.

El Estudio de Planificación Platino de San Marcos

VISITE LA REUNION PUBLICA VIRTUAL Y COMPARTE SU OPINION

31 de Agosto - 28 de Septiembre 2020



SMTXStudy.com



info@SMTXStudy.com

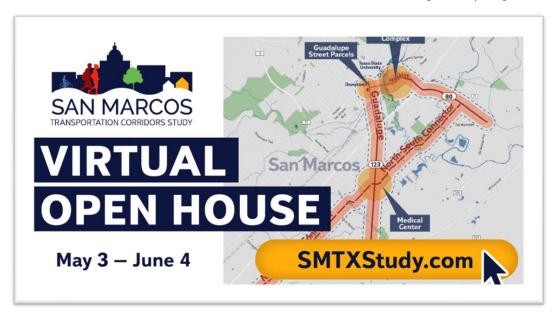


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Social Media Posts on Facebook, Twitter, and Instagram (English and Spanish)

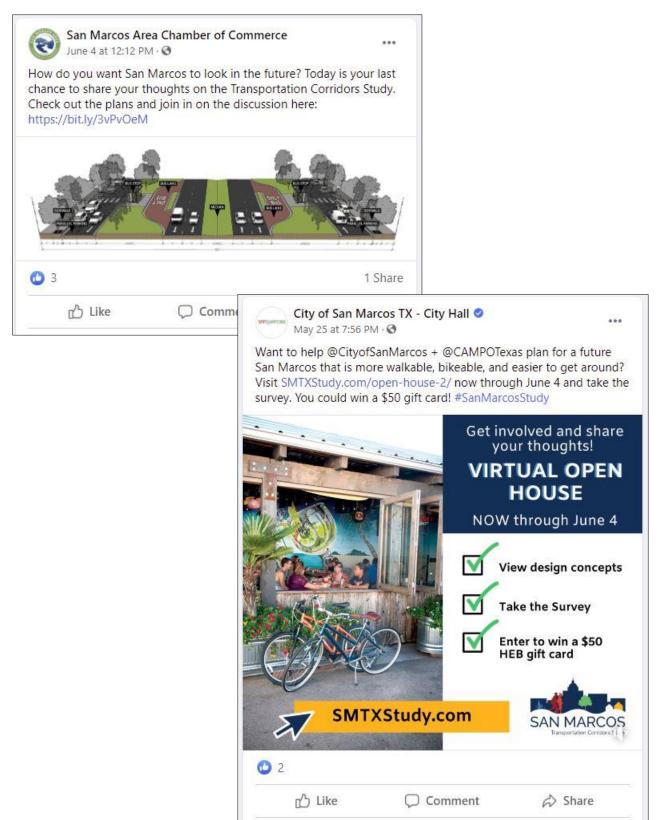




SAN MARCOS Transportation Corridors Study

Public Involvement Summary

Social Media Posts on Facebook, Twitter, and Instagram (English and Spanish)





SAN MARCOS Transportation Corridors Study

Public Involvement Summary

Social Media







Newspaper Ad in San Marcos Daily Record





The City of San Marcos and CAMPO invite you to participate in the second virtual open house for the San Marcos Transportation Corridors Study. View potential concepts for activity centers and transportation corridors in San Marcos and share your feedback.

Share your feedback May 3 - June 4







in fo@SMTXS tudy.com



737-231-1436



SMTXStudy.com

CAMPO
P.O. Box 5459
Austin, Texas 78763



Web Advertisements on City of San Marcos website



UPCOMING ACTIVITIES

May 3 - June 4, 2021

Second Virtual Open House and open comment period to present draft study concepts

June 2021

Steering committee meeting

Summer/Fall 2021

Present final study recommendations

Learn more and sign up for updates

SMTXStudy.com



SAN MARCOS Transportation Corridors Study

Public Involvement Summary

Media Relations and News Coverage



You're seeing news from ADVERTISE CENTRAL AUSTIN

IMPACTS

TRANSPORTATION

GOVERNMENT

BUSINESS

DINING

NEWSLETTER

Aug 31 - Sep 28

< BACK TO ALL EVENTS

San Marcos Platinum Planning Study Virtual Open House



EVENT DETAILS

The San Marcos Platinum Planning Study is a collaboration between the Capital Area Metropolitan Planning Organization (CAMPO), the City of San Marcos, and the local community. This study aims to identify needs and strategies to support potential transportation and development planning efforts to ensure a vibrant and prosperous San Marcos in the future. The Virtual Open House provides an overview of the study and includes an interactive survey and mapping exercises. Community input plays a key role in this study. Residents, community groups, students, businesses, and those who commute to and from San Marcos are encouraged to share their and help spread the word to neighbors and friends about how to participate in this study. For more information or to request printed materials by mail, please email comments@campotexas.org or call (737) 231-1436. Public comment deadline is September 28, 2020.

EVENT TYPE CATEGORY

Meeting

TIME 12:00 PM - 11:49 PM (737) 231-1436 PHONE None

SMTXStudy.com WEBSITE

SHARE

COST

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LOCATION

Virtual Open House: SMTXStudy.com

ADDRESS

San Marcos City Hall,630 E Hopkins St, San Marcos,

TX 78666, USA

EMAIL

comments@campotexas.org

San Marcos City Hall, 630 E Hopkins St, San Marcos, TX 78666, USA could not be mapped.



Media Relations and News Coverage



San Marcos partners with CAMPO to host Transportation Corridors Study Virtual Open House

May 3, 2021 0 1 minute read



itaff Reports

 Γ he City of San Marcos and the Capital Area Metropolitan Planning Organization (CAMPO) are seeking nput for the San Marcos Transportation Corridors Study. The public is invited to attend the study's second Virtual Open House between May 3 and June 4.

The open house includes an overview of potential ransportation improvements and mixed-use development options in three key activity centers and ransportation corridors in San Marcos. The corridors nclude Guadalupe Street (SH 123), Hopkins Street (SH 30), and a potential north/south thoroughfare east of IH-35. The activity centers include the downtown area, the Medical Center, and the City Government Complex.



Photo attributed to the City of San Marcos

The preliminary options were developed using input from the community, market research, and technical data that

outlines current and anticipated future conditions including travel patterns, traffic counts, and oppulation growth. Residents and individuals that work, study, or travel in the area are encouraged to riew the open house materials and complete the interactive survey.

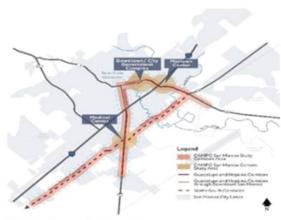
'San Marcos is a unique city that offers a great quality of life, and it continues to grow," said Mayor Jane dughson. "This study is an opportunity for the community to give input on how we meet future needs n a way that continues to reflect the natural beauty, history, and character we enjoy in the City today."

The Virtual Open House is available online at SMTXStudy.com. Material is also available by mail and can be requested by calling 512.436.3712 or emailing info@smtxstudy.com. Staff members involved with the study are available to answer questions and receive comments by phone and email.

Chamber of Commerce newsletter



San Marcos Transportation Corridors Study



CAMPO and the City of San Marcos want your help to plan for a future San Marcos that is more walkable, bikeable, accessible, and developed in way that celebrates local character. It is important that the community's voice is heard in planning efforts for the City, and we want to hear your thoughts on possible improvements and development options for the on the San Marcos Transportation Corridors Study.

Now through June 4, 2021, visit the second <u>Virtual Open House</u>, take the survey, and enter to win a \$50 gift card to HEB! It takes about 10-15 minutes to complete, and your input will be used to develop final recommendations.

What is the study about?

<u>The San Marcos Transportation Corridors Study</u> is a collaboration between the Capital Area Metropolitan Planning Organization (CAMPO), the City of San Marcos, and the local community. This study aims to identify <u>needs and strategies to support potential transportation and development planning efforts to ensure a vibrant and prosperous San Marcos in the future.</u>

Who should participate?

If you live, work, study, or travel frequently to San Marcos, we want to hear from you.

How can you help?

Share this email with your neighbors, friends, and community groups. You can also retweet and repost from the posts from Twitter, Facebook, and Instagram.

For more information or to request printed materials by mail, please email <u>comments@campotexas.org</u> or call (737) 231-1436.

Public comment deadline June 4, 2021.