

Scope and Process, A Community Template



1. Scope and Process, a Community Template



Scope and Process, a Community Template

This section documents the GNA's teams' efforts in researching, discussing, and recording the ideas, concepts and community input that came up during the development of this Study.

One of GNA's goals is to create a shareable template that other Georgetown neighborhoods can use in developing their own community visions. "Scope and Process" records GNA's approach in developing and creating this Study and can serve as a template for other Georgetown neighborhoods.

The Scope

University Avenue Downtown Corridor. The University Avenue Downtown Corridor is defined as University Avenue from Southwestern Blvd (East) to Scenic Dr (West).



One of the drivers for looking at University Avenue is the major impact that the new Southwest Bypass will have on Georgetown's Inner Loop.

Traffic coming westbound from Toll Road 130 currently can use the Inner Loop to access Interstate 35 (both north & south bound) instead of using University Avenue.

When the Southwest Bypass is completed, heavy east-west commercial traffic traveling through Georgetown on University Avenue (State Highway 29) can use the Inner Loop & Southwest Bypass combination instead, and completely bypass central Georgetown.

The Study examines options and strategies to further minimize the impact of traffic traveling through Georgetown on University Avenue.

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Community Vision for University & Austin Ave Downtown Corridors



Austin Avenue Downtown Corridor. The Austin Avenue Downtown Corridor is defined as Austin Avenue from 2nd St. (North) to W 18th St. (South).



With the recent increase of civic, restaurant, retail and residential development west of Austin Avenue, there is a need to better connect the west side to the established east side of downtown, with its County Courthouse, retail/restaurant businesses and a vibrant Old Town residential community.

The Process

GNA reached out to community leaders and experts to build its Project Team. The Project consists of 3 phases.

Phase 1 – Research. GNA focused on 1) interviewing key members of the affected community for their thoughts/input; 2) finding best practices and case studies from other cities; and 3) developing questions for GNA's online Community Survey.

The focus of GNA's research was mainly driven by the comments, ideas, challenges and input received from the one-on-one interviews and the Community Survey.

During Phase 1, GNA also researched successful mobility concepts used throughout the US by various industry groups, local governments, state departments of transportation and federal transportation agencies.

During this phase, GNA completed one-on-one Zoom interviews with City staff, downtown business owners, Southwestern professors/students and corridor residents. These interviews provided invaluable input for the Study.

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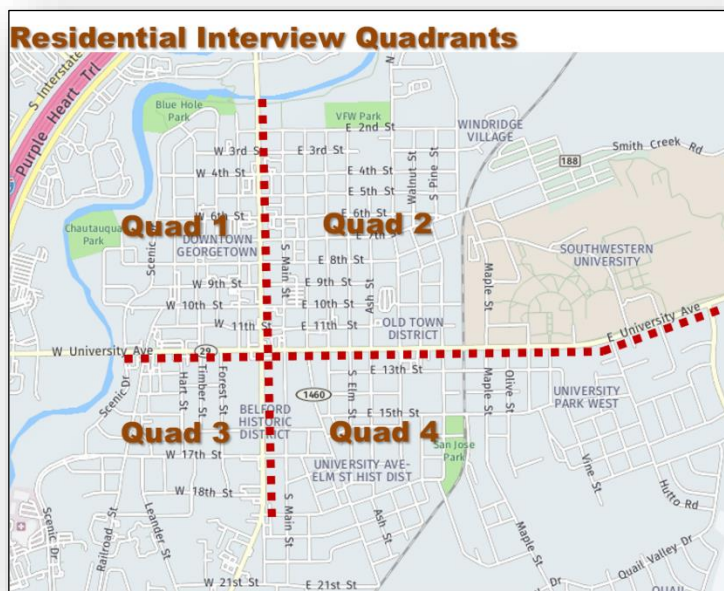


Community Vision for University & Austin Ave Downtown Corridors

GNA interviewed 26 individuals.

City staff (interview/email)	2
Downtown business owners	7
Southwestern professors/students	4
Corridor residents	13

GNA used 4 residential area quadrants to ensure all sectors were represented during the residential interviews.



The Zoom interviews used a list of prepared questions tailored to City staff, downtown business owners, university professors/students and corridor residents. All interviewees were given their questions prior to being interviewed. The questions became a catalyst for broad, productive discussions that included ideas, suggestions, wish lists and experiences. In some cases, residents provided detailed written input in addition to their one-on-one interviews. Copies of all questions are documented in Section 7 of this Study, along with a list of interview participants.

Phase 2 – Community Survey. GNA developed a community online survey that focused on more specific issues that came up during Phase 1 - Research.

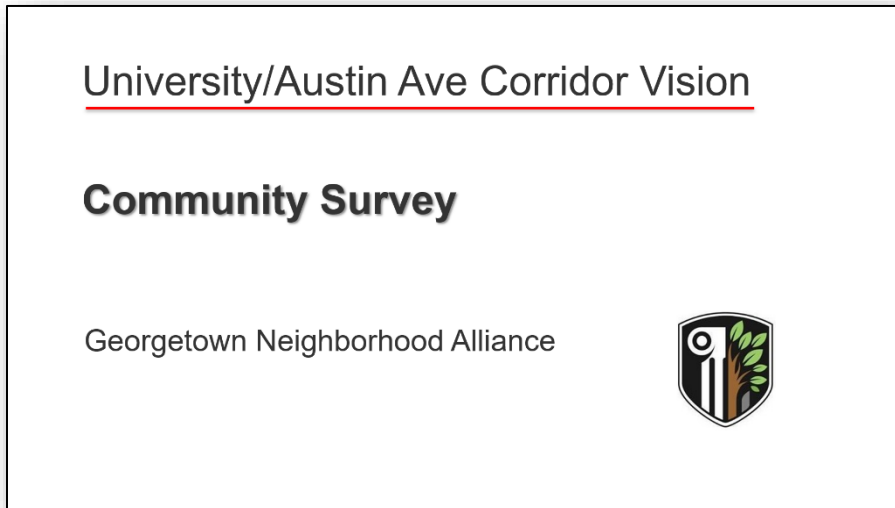
GNA used mail and email lists, social media and word of mouth to encourage local participation in the Survey. Over 182 people participated.

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All Survey responses were documented and analyzed by GNA. The Survey results and final analysis influenced the design concepts, ideas and recommendations for the final Study.



One of the GNA's goals was to ensure that the Survey results and data are transparent and available to all interested parties. Copies of the final Survey Report, GNA's analyses of the responses, and the raw survey data is now available to the public on the GNA website at www.alliancegeorgetown.org/corridor-survey/.

Phase 3 – Corridor Vision. GNA incorporated all the earlier research, community interviews and Survey results into the Study's final design concepts, ideas and recommendations for the enhanced potential of the University and Austin Avenue Corridors as they intersect in the heart of Georgetown.

Teams. GNA's Study consisted of 4 project teams that were focused on specific project tasks.

Communications Team. This group led the effort to maximize project team and external communications. Team documents were managed through a shareable Project Vault that stored all project documentation.

Research Team. This team was made up of area business members and residents, including a civil engineer and an architect. The team focused on finding best practices and examples of how other cities have developed similar downtown corridors successfully used by cars, pedestrians, and bicycles. The knowledge gained was responsible for developing the content of both the online Survey and the final Study.

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Survey Team. This group constructed and published the first ever community-built Survey in Georgetown. The group developed a strategy to push the survey out to as many members of the public as possible through mail and email, social media, etc. The group organized and analyzed the Survey data to create a report that is available to the Georgetown community, including all raw data to ensure transparency and openness.

Corridor Design Team. This team took the results of the Phase 1 – Research and Phase 2 – Community Survey to develop the overall design concepts and future visions for the University & Austin Avenue Downtown Corridors. The team was responsible for producing this Study.