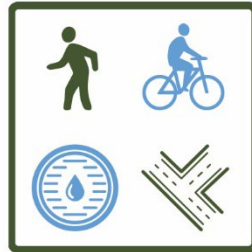


Summary of Public Outreach, Community Engagement & Business Feedback

The Downtown Project will focus on upgrading the infrastructure – below and above ground – in the Downtown area. The project’s goals are to repair the sanitary sewer system, repave the roadway, make drainage improvements, and improve accessibility.



Mill Valley Downtown Project

Staff anticipates that construction will impact traffic, parking, and some business operations such as deliveries and other access issues. Staff also anticipates noise and debris from construction, potential delays to transit, impacts to Downtown events, and impacts from nighttime work. The project will trigger the requirement for property owners in the project area to video inspect their private sewer lateral and, to complete repairs deficiencies identified by the inspection. Property owners will receive a letter soon with additional information.

In order to mitigate impacts, staff has developed a robust communication and outreach plan.

Outreach Team Actions:

- Developed a logo and dedicated project webpage (www.cityofmillvalley.org/downtownproject),
- Published updates to the community (via the website and MVConnect)
- Prepared a Project Info Sheets
- May, 2019 - Door-to-door visits with all the businesses and residents in the Sewer Repair project area
- Built a robust contact list of over 200 contacts.
- Conducted an online survey of the downtown business owners to acquire additional information to better identify sensitivities and potential issues and impacts.
- Distributed “Construction Tool Kit” to give businesses ideas on how to promote their business during the project.
- Held a Community Meeting with business owners and residents regarding the project.
- Held first Design Advisory Committee meeting.
- One on one stakeholder meetings with the Project Manager and downtown retailers and MVFF

Ongoing

- Coordination with the Mill Valley Chamber of Commerce to inform our project planning and to notify local businesses and residents of the planned work, and the Chamber has included information about the project in several of their “Friday Flash” email blasts.
- Updating the contact list and sending out regular updates to the business owners and the community at-large.
- Stakeholder meetings, as requested by business owners or residents.

Upcoming

- Promote upcoming opportunities for public engagement, such as upcoming DAC meeting and City Council meetings.
- Create an informational poster for display at prominent spots around town (Plaza, Library, Community Center)
- Pop-up Info Tables at community gatherings such as the Little League Season Kick Off and the Eggstravaganza and Bunny Breakfast
- Install a Project Information Board with construction information

Business Feedback

Staff made over a hundred in-person contacts during their door-to-door visits to the downtown businesses in May 2019 and again in January 2020. Overall, business owners and shopkeepers appreciated the notification from the City and our commitment to keeping them informed and engaged. They asked questions and expressed concerns about the construction phasing, parking, access to driveways/off street parking, preserving trees, impacts on events and the importance of getting advanced notice.

Online Survey results

Staff released an online survey in May 2019 and received around 20 responses. Of the responses received, most respondents shared that their busiest times are Fall through Spring, and the slowest times were during the Summer. Concerns included having access to parking areas and water, as well as the desire for polite subcontractors. Several suggestions were made, including removing neighborhood or metered parking restrictions temporarily, sensitivity to construction during September-December. Participants also shared upcoming events for their businesses, and several noted the Tuesday Art Walk was a big draw for customers and foot traffic.