

BELT LINE ROAD OVERLAY

COMMUNICATIONS PLAN

Project Overview

The 2012 Bond Program included a project to underground the overhead utilities on Belt Line Road from Marsh Lane to the Dallas North Tollway. Phase 1 of this project, from Marsh Lane to Midway Road, is nearing completion. In March 2017, the Addison City Council made the decision to delay Phase 2 of the utility undergrounding project to underground the utilities from Midway Road to the Dallas North Tollway. However, in addition to directing staff to move forward on a Phase 1.5 designed to beautify Phase 1, Council gave direction to move forward with an overlay of Belt Line Road from Marsh Lane to the Tollway. You can view that meeting [here](#).

An “overlay” is a street maintenance technique that requires the removal of the top layer (2 inches) of a street by the grinding action of a large milling machine. After the top layer is removed, a new layer of pavement is put in its place. Once the new asphalt is complete, pavement markings will be installed.

At the February 27 City Council Meeting, the Addison City Council will be presented with a construction contract to perform this work. If approved, the work is anticipated to begin in March and will take approximately four (4) months. Portions of the project work will be completed between the hours of 9:30am to 3:30pm for the installation of ADA compliant curb ramps and concrete work while the remaining overlay will be performed from 7:30pm to 6:30am to minimize the traffic impact on the community. If you would like to speak with a Town representative regarding the Belt Line Road Overlay Project please contact Todd Weinheimer, the Streets and Stormwater Manager, at 972.450.2841 or email him at tweinheimer@addisontx.gov.

Tentative Project Timeline

- **February 8:** Project was released for bid
- **February 27:** Select service provider and present to Council
- **Date TBD:** Letter will be sent to impacted businesses and notifications to residents will go out

- **March 9:** After Council approval, the notice to proceed will be issued

Communications Goal

To make the community aware of the Belt Line Road Overlay project and to harness all possible communications channels to keep residents, businesses and visitors updated on a regular basis about lane closures, specific areas of site work, and times work will be performed that might create traffic delays.

Communications Channels

- *Everbridge/Text Alerts:* Our emergency communications system offers an opt-in text function that will allow us to text updates to those who sign up. Sign up by texting the word Beltline to 888-777. The key word is not case sensitive.
- *Nextdoor:* Nearly 2,200 Addison residents are on Nextdoor. This had proven to be an effective way to communicate with residents in the past and will be a valuable resource for this project.
- *Social Media:* Everbridge allows us to easily tweet messages that we text through their system. In addition to Twitter, we will also use several of the town's Facebook pages: Town of Addison, Visit Addison, Police, and Fire.
- *Mail Chimp:* For the Addison Road Overlay, we successfully used email blasts to communicate with impacted businesses. We pulled email addresses from the business registration list to create the initial list, but also publicized the link to sign up for email updates to the community. For the Belt Line Overlay, we will pull the addresses along Belt Line Road west of the Tollway, but also include businesses one block north and south of Belt Line on the main north/south cross streets (Midway Road, Marsh Lane, Inwood/Addison Roads), etc.
- *Website:* We will create a Belt Line Road promo in the middle of the homepage of the website that will link to a page with more details on the project and the latest updates. We will also share updates on the News Blog bi-weekly.
- *Weekly Newsletter:* We will create a special Belt Line Road Update section in the weekly newsletter to share updates bi-weekly.

- *Emails to Apartments:* We will share updates with Apartment managers on a regular basis so they can keep their residents updated.
- *Direct Mail:* Immediately after Council approves the contract and during mid-project, we will mail a letter to all businesses on Belt Line and those just to the north and south on the cross streets. These names/addresses will be pulled from both the business registration list and water bill to ensure total coverage. The mailing will include an overview of the project and details on how to get updates throughout the project (text, emails, website).
- *Posters:* We will create a poster for the Athletic Club and Service Center detailing how to register for updates
- *PEG Channel:* The same information from the poster will be included on the PEG channel.

Channel	Frequency	Channel Lead	Audience	Content	When
Bidsync	Once	Wil	Interested vendors	Standard RFP	February 8
Presentation	Once	Jason	Council	Project history, timeline of completion, next steps	February 27
Letter	Twice	Mary	Businesses on BL	What the Town is doing, point of contact, and other ways to stay connected	After Council approval of the contract and mid-project
Town Website Creation	Once	Mary	Businesses/Residents /Visitors	Lane closures, specific areas of site work, times work will be performed, updated project photos, and other	Created before February 27; page will go live after this date

				ways to stay connected	
Letter	Once	Jason	Service Provider	Notice to Proceed	March 9
Town Website	Bi-weekly	Marissa	Businesses/Residents /Visitors	Lane closures, specific areas of site work, times work will be performed, updated project photos, and other ways to stay connected	Continuous
Social Media	As Needed	Mary/Crystall	Businesses/Residents /Visitors	Same as above	Continuous
Nextdoor	As Needed	Mary/Crystall	Residents	Same as above	Continuous
Text Updates	Bi-weekly	Mary/Crystall	Businesses/Residents /Visitors	Same as above	Continuous
Town Newsletter	Bi-weekly	Mary/Crystall	Businesses/Residents	Same as above	Continuous
Addison Access	Monthly	Mary/Crystall	Visitors	Same as above	Continuous
Posters	Beginning of Project	Mary/Crystall	Businesses/Residents	How to register for updates	March 1
PEG	Beginning of Project	Mary/Crystall	Residents	How to register for updates	March 1