

MAIN STREET REHABILITATION PROJECT

COMMUNICATIONS STRATEGY OVERVIEW

2020

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CITY OF BASTROP MAIN STREET MANAGER



BUILDING BASTROP

HONORING OUR AUTHENTIC PAST.
PLANNING FOR OUR SUSTAINABLE FUTURE.

I. Building Bastrop Purpose Statement

“Create a fiscally sustainable community through land-use standards that are authentically Bastrop and geographically sensitive.”

Building Bastrop began as a City of Bastrop initiative to guide responsible development that honors our authentic past and prepares for our sustainable future. Taking a comprehensive approach, Building Bastrop launched to create a new set of tools that will responsibly support the community for generations to come. Now that the Bastrop Building Block (B³) Codes are complete, City-based development can occur under the Building Bastrop name, still honoring the tenets of proactively managing growth, investing in sustainable infrastructure and encouraging responsible development.

Capitalizing on the brand built around ‘Building Bastrop’, it is now to be used as an informational resource to keep the public informed about current and future Capital Improvement and Public Works projects and any impacts they may have on the community.

II. Project

The Main Street Rehabilitation Project - This project encompasses sidewalk improvements from Farm to Chestnut Street, along with proposed sidewalk improvements and roadway resurfacing from Spring to Water Street. There will also be improvements to existing sidewalks & roadways, with new sidewalks built from Pine to Water Street. The upgrades will include the installation of street trees, widening of the walkways, installing new street lights, and providing a planting strip. The result will be a Downtown District that will be a delight to drive, dine, and dwell in and centers on creating a thriving, lively, and vibrant community space with Main Street and the Colorado River at its heart.

III. Objectives

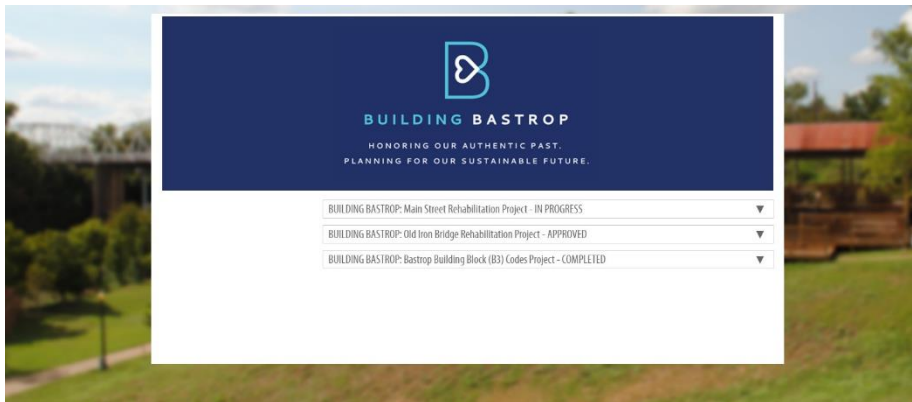
- To limit disruptions to intermittent intervals occurring in cycles, decreasing the impact on citizens, visitors, and our Main Street businesses. Wrap-up and clean-up planned every Friday to ensure minimal weekend footprint.
- To produce a schedule that anticipates special and/or significant days/events for our downtown businesses on both a macro- and micro- level. This schedule comes directly from the City of Bastrop to the contractor and will inform the course of the project - rather than the other way around.
- To conduct personalized Partner Meetings with property owners, business tenants, and residents to control the personal impact of the project.
- To appoint Project Liaisons to assist with communication strategies, manage construction impacts, and coordinate preemptive problem-solving.

IV. Project Rollout

1. **Signage** – Place Project signage on three City maintained pieces of property including Ferry Park, the corner of Spring Street and Main Street and Chestnut Street west of Main Street. Place two signs on private property at the allowance of property owners until those properties are in use.



2. **Website** – Build out the Building Bastrop website as an informational resource to keep the public informed about current and future Capital Improvement and Public Works projects and any impacts they have on the community. This website also serves as an online historical archive of all future Capital Improvement and Public Works projects.



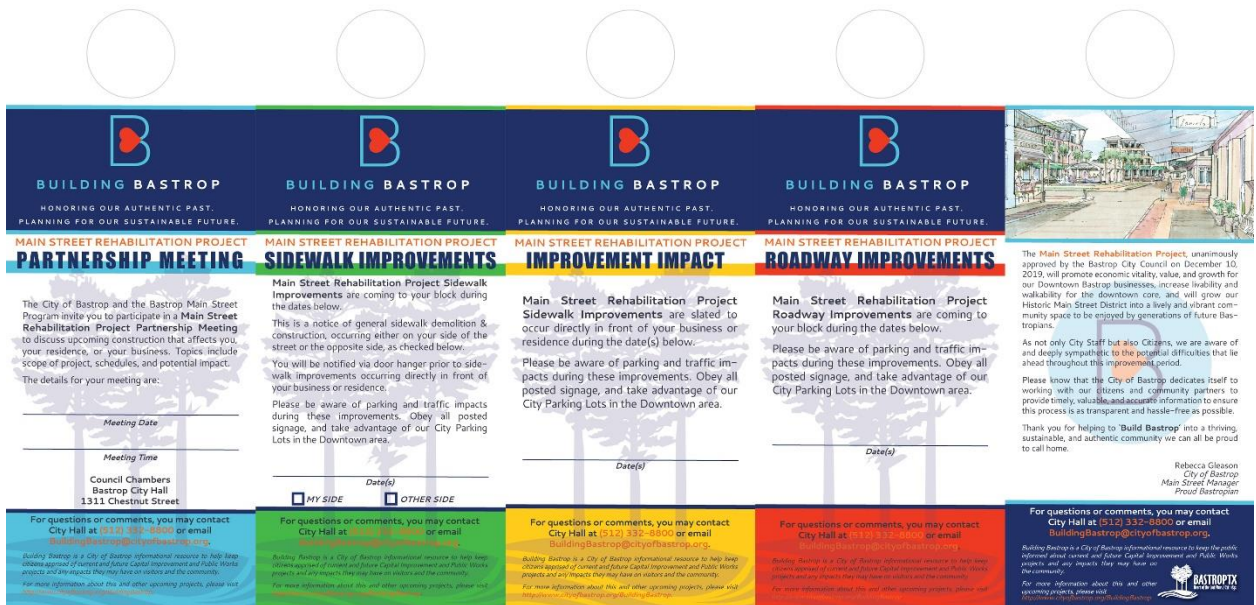
3. **Kick-Off Event** - The City of Bastrop hosts a groundbreaking event as the kickoff to the Main Street Rehabilitation Project. The ceremony creates goodwill and buy-in from the public, giving them a feeling of personal ownership in the project. It also celebrates the commitment made by the Downtown Bastrop property owners, business owners, residents, and community to bring much-needed improvements to our Main Street District.
4. **Project Liaisons** - Main Street Manager Rebecca Gleason and City Engineer Tony Buonodono are the faces of this project for the public.

V. Project Rhythm

3 Weeks Out	Door Hangers about Partner Meeting
2 Weeks Out	Partner Meeting
1 Week Out	All Department Meeting
1 Week Out	Place No Parking Signs
Friday Before	Door Hangers about Upcoming Construction
Day Before	Door Hangers about In Front of Your Door

VI. Additional Communications

- 1. Monthly Council Meeting Update** - City Council receives a monthly construction update from the Project Liaisons, detailing the previous month's accomplishments and the goals of the coming month.
- 2. Building Bastrop Email** – Creation of a dedicated Building Bastrop email address at BuildingBastrop@cityofbastrop.org for questions, comments or concerns from the public. Both Project Liaisons and the Multimedia Team monitor this email address.
- 3. Building Bastrop Voicemail** - Creation of a dedicated Building Bastrop telephone line with voicemail at **(512) 332-8861**. Information materials point the public to the City's main extension. The Receptionist Desk will have a Project Q & A Handbook and be able to answer common questions. The Receptionist Desk sends more complicated items, comments, or concerns to the Building Bastrop voicemail box. Both Project Liaisons and the Multimedia Team monitor this voicemail.



- 4. City of Bastrop Website** - Create a web banner for the City of Bastrop main page that clicks through to the Building Bastrop microsite.

5. **Social Media Updates** – Provide relevant and timely information about construction, milestones, community impacts, and work schedules. Design a new Main Street Rehabilitation Project graphic based on the standard social media graphics already designed for all such updates.
6. **Video Updates** - Create monthly video updates starring the Project Liaisons and push out on all City social media channels.
7. **1832** – Create a ‘Construction Corner’ project update segment in the City Magazine, 1832. This digital magazine reaches the Bastrop community through Facebook or interaction with the City’s webpage.
8. **The Bastrop Downtowner** - Create a ‘Construction Corner’ project update segment in the Bastrop Downtowner, Main Street’s quarterly business e-newsletter delivered to the 250+ businesses in the Main Street District.
9. **Communications Team** – Create a communications team comprised of the City Manager, Mayor, City Council, Visitor’s Center & Museum, City Hall Receptionist Desk, Visit Bastrop, Main Street Board, Bastrop Library and the Bastrop Chamber of Commerce. This group receives a weekly construction email to facilitate pushing out accurate and timely information to the public, creating consistent on-brand communications.

VII. **Wrap-up**

1. **Website** – Close-out the project on the Building Bastrop website with a completion date and final photos.
2. **Ribbon Cutting** – Host a ribbon-cutting ceremony to celebrate the completion of the Main Street Rehabilitation Project.