

MEMORANDUM

TO: City of Franklin
FROM: BWSC
DATE: 6/14/2016
BWSC PROJECT NO.: 3629100
RE: Public Comment for Columbia Avenue Recap

On Tuesday, May 17, 2016, BWSC and the City of Franklin hosted an open house for the Columbia Avenue Widening & Improvements Project at Rolling Hills Community Church from 6:30 – 8:30 p.m. It marked the first milestone that was referenced in the project’s public involvement plan.

Preparation

BWSC conducted several public relations activities to promote the evening. An initial press release was sent to the Williamson Herald and the Tennessean’s Williamson A.M. section for publication during the last week of April.

Another press release was sent a week before the May 17 meeting to remind/notify the following publications/organizations: Williamson Herald, Williamson Source, Williamson A.M., Franklin Homepage, Franklin Radio Associates, WTVF-CBS, WKRN-ABC, WSMV-NBC, WZTV-FOX, Franklin Tomorrow, Williamson County Government, and Williamson, Inc. Milissa Reiersen also promoted the open house on the City’s Facebook and Twitter feeds.

BWSC also created several collateral pieces to support the evening’s conversations.

1. (2) Sets of Display Boards (existing aerial photography of the project corridor)
2. Double-sided Handout
3. (Printed) Comment Card
4. (Website) Comment Card
5. Columbia.Avenue@bwsc.net
6. Voicemail Box
6. Promotional Signage
7. Directional Signage

May 17 Event

Approximately 110 users (business owners, property owners, daily commuters, and frequent local travelers) attended the open house. Most attended between 6:15 and 7:30 p.m.

BWSC received (As of 6/3):

1. (48) Post-it Notes with handwritten comments on 12 display boards.
2. (58) Printed comment cards
3. (17) Online comment submissions since form was established.
4. (3) Direct “Columbia.Avenue@bwsc.net” emails since account was established.

No calls were received using the Columbia Avenue voicemail box - (615) 252-4221.

June 3 Deadline

The deadline to submit comment cards both printed and online was June 3, 2016. This memorandum and its attachments have been updated to reflect feedback received.

Attachments

Attached to this email are documents related to this memorandum.

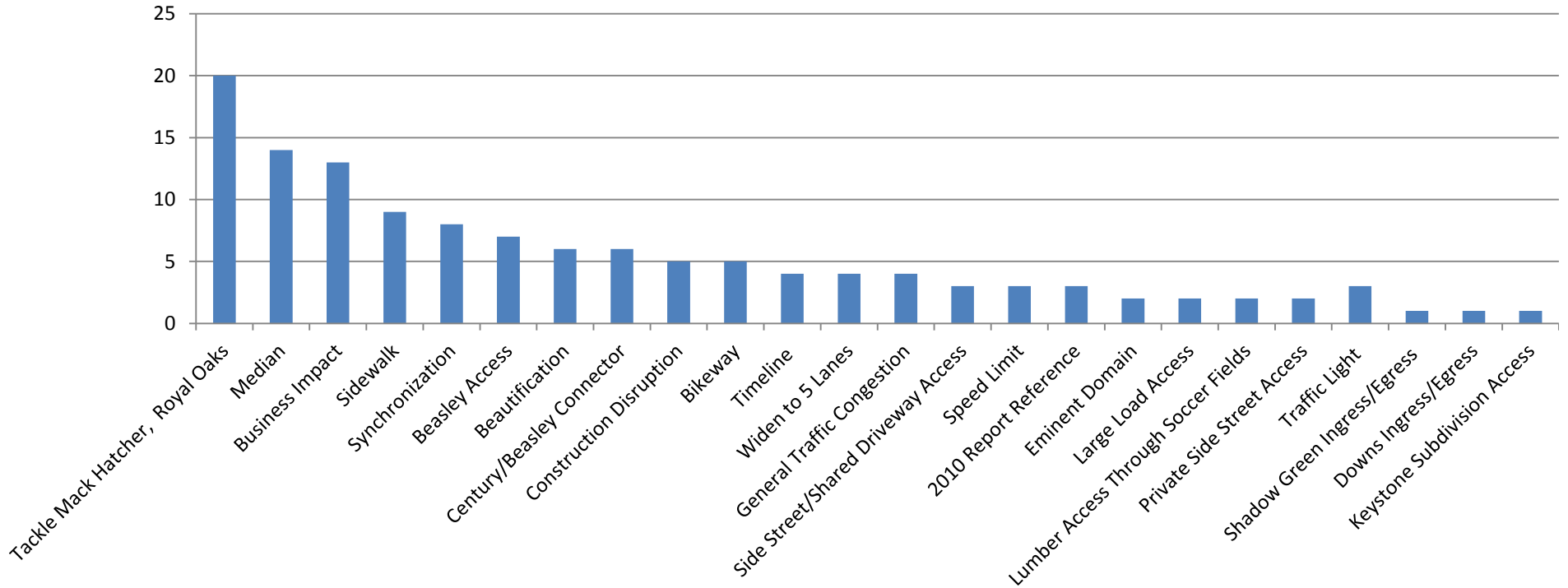
1. May 17 Meeting Handout
2. Comment Card
3. Tracking System for Comments (Excel)
4. Comment Cards, as of 5/27 (PDF)
5. "Columbia.Avenue@bwsc.net" Comments, as of 5/27 (PDF)
6. Post-it Notes (PDF)

A breakdown of mentioned topics follows this communication.

Public Comments

BWSC has summarized the following breakdown of how often topics were mentioned.

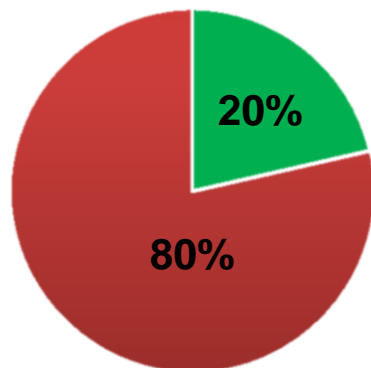
May 17 Mentions



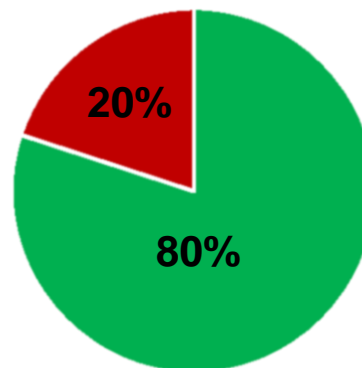
Public Comments (Cont'd)

BWSC also broke down topics: the creation of a median, bikeway, and/or sidewalk.

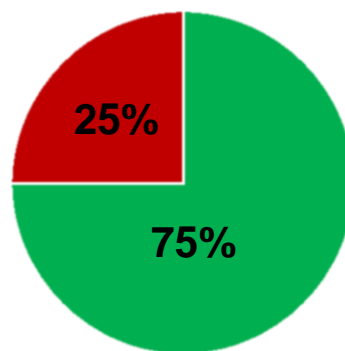
Median



Bikeway



Sidewalk



■ In Favor ■ Against