

# Office of Community Affairs

April 27, 2023



# Communication & Outreach Highlights

## One on One Outreach



- **Upcoming construction details:**
  - AT&T closures
- **Response to feedback, questions and comments**
  - Coordination to trench work within to private property
  - Access to business's driveways during construction: PH 1 & 2
- **Follow up**



AT&T work: day closures & detours between 4<sup>th</sup> and 5<sup>th</sup> Avenues. Businesses were notified in person.



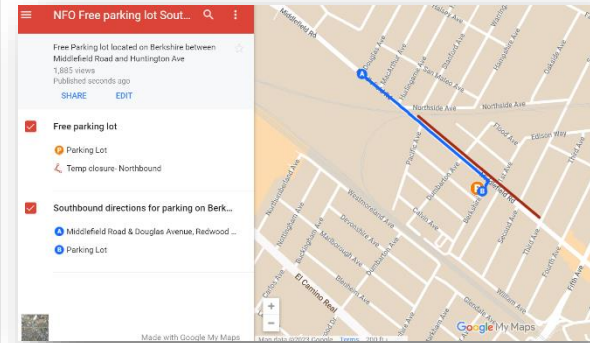
Opening of Phase 2. Each step of the transition was done along with the businesses on active construction zone.

# Communication & Outreach Highlights

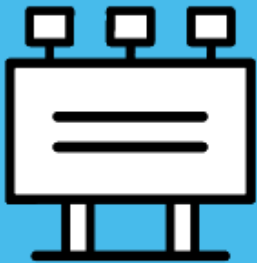
## Online Resources



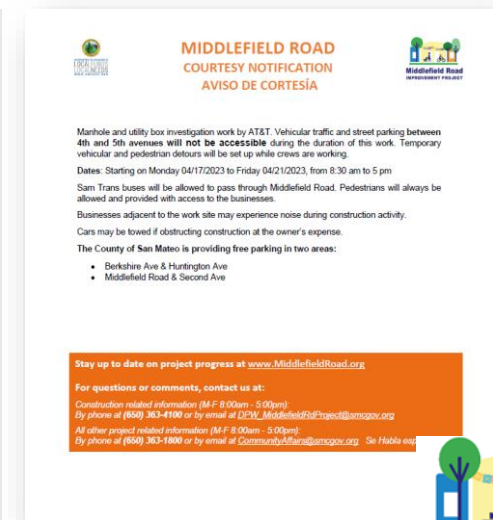
- **GovDelivery**
  - 2 week look ahead
  - Closure and detours
- **MRIP Webpage**
  - 2 week look ahead
  - General project updates
- **Google Maps**



## Printed Resources



- **La Bamba**
  - Biweekly editions
  - Spanish
- **Billboards**
  - New design every 6 weeks
- **Newsletter**
- **Courtesy notifications**



# NFO Business Directory

387 operating businesses with physical location in North Fair Oaks



Automotive Related  
76 / 20.2%



Insurance/Professional  
65 / 16.8%



Food Service/Restaurant  
58 / 15%



Fitness/Health/Beauty  
54 / 14%



Grocery/Retail  
31 / 8%



NonProfit/Sport/Education  
11 / 2.8%



IT/Phone/Software  
4 / 1%



Bank/Financial  
4 / 1%



Travel/Tourism  
3 / 0.8%

# Other

Other Business  
79 / 20.4%

Distribution of businesses by type of industry

# Challenges & Community Feedback

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## Public Feedback

1. Noticeably improved the look and beauty of the Middlefield corridor
2. Better pedestrian mobility due to wider sidewalks: West side of Middlefield Road
3. Project duration is still difficult
4. Business owners are thankful for the immediate response from County staff for questions regarding the project

*“Thank you for always being so caring and helping us through the construction process”*

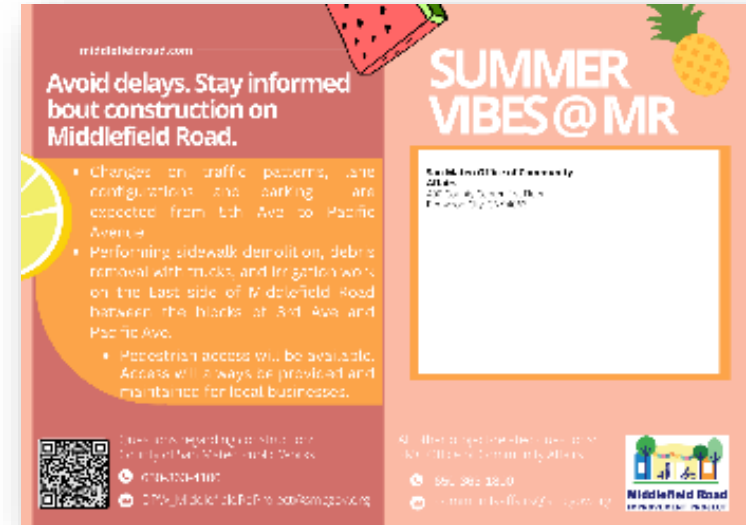
- Business owner (Phase 2)

## Challenges

1. Closure of 4 blocks for construction on majority of automotive businesses area
2. CalWater and AT&T causing detours

# Next Month's Plan

- Postcard (draft)
- Radio
- Banners for new construction phases
- Billboards



**Questions?**