



635 EAST PROJECT



EAST

PUBLIC INFORMATION MONTHLY REPORT March 2023



TEXAS
CLEAR
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SUMMARY REPORT

PUBLIC INFORMATION TASK FORCE COMMITTEE MEETINGS

The PI Team meets weekly to discuss upcoming activities, issues and coordination of communication initiatives for the project. In March 2023, the team met five times virtually via Microsoft teams, as well as an option to join in-person at the Abrams Project Office (12170 Abrams Rd. Dallas, TX 75243). The dates of the PI Meetings are listed below:

- **Friday, March 3**
- **Friday, March 10**
- **Friday, March 17**
- **Friday, March 24**
- **Friday, March 31**



MEDIA COVERAGE

PROJECT MEDIA

Communicating with the media is another outreach initiative used by the PI team to help spread awareness and to notify stakeholders about major project events, lane closures and traffic alerts. The PI team builds relationships with reporters, journalists, news editors and other media representatives to establish a close rapport. Media contact lists are continuously updated to keep dispersal of project information as effective as possible. The project garners media coverage either from outreach initiatives, mentions from other articles or outcomes from government decisions. This coverage comes in the form of news articles, TV/radio broadcasts, blog posts and other forms of media.

Media Coverage

There were no media mentions for the project in March.

Publish/Air Date	Title/Details	Media Outlet	Type
N/A	N/A	N/A	

Media Coordination

There was one instance of the PI team communicating with media representatives in March.

Date	Details	Media Contact/Outlet
March 24, 2023	PLC coordinated with the Director of Public & Media Relations from the City of Garland to establish content for an upcoming issue of the city's local publication. Content included project construction update within Garland city limits.	Garland City Press

Press Releases

There were no press releases issued during the month of March.

Issue Date	Title/Details
N/A	N/A



STAKEHOLDER COMMUNICATIONS

E-BLASTS & TEXT ALERT NOTIFICATIONS

Project news, updates and lane closure notifications are created and distributed using the email communications tool, MailChimp and text communication tool, SlickText. The PI team can tailor which group of stakeholders will receive the e-blast/text alert notifications.

E-Blast Notifications

Date Distributed	Stakeholder/Group	Details
Sun. March 5, 2023	All Email Subscribers	635 East Traffic Alert - Week of March 6
Sun. March 12, 2023	All Email Subscribers	635 East Traffic Alert - Week of March 13
Thur. March 16, 2023	All Email Subscribers	635 East Traffic Alert - Full Closure of Garland Road at I-635 - RESCHEDULED
Sun. March 19, 2023	All Email Subscribers	635 East Traffic Alert - Week of March 20
Sun. March 26, 2023	All Email Subscribers	635 East Traffic Alert - Week of March 27

Text Alerts

Date	Stakeholder/Group	Details
March 2, 2023 - 6:29 a.m.	All Text Alert Subscribers	MESQUITE - Traffic Alert: Two right lanes along NB I-635 at I-30 closed due to accident. The WB I-30 direct connector to NB I-635 (Exit 56B) also closed.
March 2, 2023 - 9:03 a.m.	All Text Alert Subscribers	MESQUITE - Traffic Alert: All lanes from earlier incident are back open.
March 13, 2023 - 1:17 p.m.	All Text Alert Subscribers	Continuous closure of all lanes along NB & SB Garland Rd. at I-635, weekend of March 17.
March 16, 2023 - 1:17 p.m.	All Text Alert Subscribers	RESCHEDULED: The continuous closure of all lanes along NB & SB Garland Rd. at I-635, has been postponed to a later date.
March 20, 2023 - 11:57 a.m.	All Text Alert Subscribers	RESCHEDULED: The continuous closure of all lanes along NB & SB Garland Rd. at I-635, has been set for the weekend of March 24.



STAKEHOLDER COMMUNICATIONS

STAKEHOLDER MEETINGS & OUTREACH

One-on-one communication between the project team and stakeholder groups are an effective way to increase project awareness, answer questions and to communicate construction impacts and major traffic activities. Below is a list of instances where the project team coordinated or met with stakeholders in March 2023.

Date	Stakeholder	Outreach Type	Details
March 2, 2023	City of Garland	Virtual Meeting - <i>Microsoft Teams</i>	Monthly coordination meeting between PLC, TxDOT and City of Garland staff.
March 3, 2023	DART	Virtual Meeting - <i>Microsoft Teams</i>	Monthly coordination meeting between PLC, TxDOT and DART staff.
March 2, 2023	Skillman Crossing Shopping Center (Trinity Interests)	Email	Property management representative advised PLC of alleged unauthorized parking on private property. PLC investigated the issue and ensured PLC vehicles are parked within state right of way.
March 2 & 20, 2023	Lake Highlands Public Improvement District (LHPID)	Email	<p>Executive Director of community organization, LHPID, invited PLC to attend a career day at Lake Highlands High School on March 6 (<i>the program was eventually canceled due to scheduling issues and rescheduled</i>).</p> <p>Later in the month, LHPID also reached out to gather details on project progress in the Lake Highlands area, to present at the organization's monthly meetings with its board members. PLC provided several bullet points, for LHPID to present month.</p>
March 2, 2023	City of Mesquite	Email	The Assistant City Engineer reached out to TxDOT and PLC requesting for the project team to

			update Mesquite ISD contacts about the beginning of the Gus Thomasson Road long-term temporary closure at I-30 for up to nine months. The project team agreed to send an email update the week after spring break for schools, to address the request.
March 7, 2023	Chick-Fil-A (Abrams /I-635)	Email / In-person Meeting	<p>The corporate contact reached out to request PLC's Certificate of Insurance. PLC provided the document per request.</p> <p>PLC staff also met with business representatives onsite to discuss the property's irrigation issues. The property was trying to determine whether its irrigation line was damaged due to construction along the frontage road.</p>
March 10, 2023	Flying Horse Investments, LLC	Phone Call / Virtual Meeting - <i>Microsoft Teams</i>	<p>A property developer who was looking into renovating a commercial plaza along Driftwood Drive and Town East Boulevard, reached out to several project contacts at TxDOT and PLC, requesting for more information about Gus Thomasson Road improvements. PLC reached out to the contact and shared information about the project.</p> <p>A virtual meeting was scheduled for Wednesday, April 12 for the property representatives to meet PLC staff, to get acquainted with the project and major details regarding the reconstruction of Gus Thomasson Road at I-30.</p>
March 13, 2023	Various stakeholders and businesses in the Garland area	Email	PLC sent a courtesy notice to nearby stakeholders in the Garland Road area, informing of the continuous closures of all lanes along northbound and southbound Garland Road at I-635 on the weekend of March

			March 17 through March 20.
March 16, 2023	Various stakeholders in the Garland area	Email	PLC sent a courtesy notice to nearby stakeholders in the Garland Road area, informing that the continuous closures along northbound and southbound Garland, had been postponed to a later date.
March 20, 2023	Various stakeholders in the Garland area	Email	PLC sent a courtesy notice to nearby stakeholders in the Garland Road area, informing that the continuous closures along northbound and southbound Garland, has been rescheduled for the weekend of March 24 through March 27.
March 22, 2023	Residents in the Summertree Lane neighborhood along Audelia Road (including Springtree Condominiums)	In-Person / Residential Notices	PLC staff walked the Summertree Lane neighborhood and distributed about 80 neighborhood notices to residents notifying them about the long-term temporary closure of Summertree along Audelia Road.
March 23, 2023	Businesses along the westbound I-635 frontage road between Northwest Highway and Shiloh Road (Rusty Wallis Volkswagen, Carmax, South Garland DART Transit Center, etc.)	Email / Phone Calls	PLC provided a courtesy notice to nearby businesses about the long-term temporary closure of southbound Leon Road at the westbound I-635 frontage road. The closure began Tuesday, March 28 and is scheduled to last until Tuesday, April 18, weather permitting. Northbound Leon Road at the westbound I-635 frontage road would remain open at all times.
March 23, 2023	Rusty Wallis Volkswagen	Project Info Email	A representative from the car dealership received the notices about the Leon Road closure at I-635 adjacent from the business, and wanted to inquire about the driveway configuration during construction. The PI team notified the segment manager, who scheduled a meeting onsite between TxDOT, PLC and the

			business. All questions were addressed during the meeting and PLC proceeded with the scheduled work and closure.
March 23, 2023	Mesquite ISD	Email	The PI team sent an email update to its contacts at Mesquite ISD to update about the beginning of the long-term temporary closure of Gus Thomasson Road at I-30. The notice was to satisfy the city's request early in the month for the project to ensure that the stakeholder group is being informed of the latest timeline.
March 30, 2023	Dallas Diamonds	Email	PLC provided a courtesy notice to the business contacts informing of required overnight closures of their driveway the following week, in preparation of paving operations along Oates Drive. Business representatives responded with additional follow-up on when the permanent driveway of Dallas Diamonds will be constructed. PLC provided an update on when to expect the construction of its permanent driveway, as well as disclosed plans for construction activities at Oates, including closures of ramps to facilitate the process.
March 31, 2023	Dallas Diamonds, Chevron, Shell Gas station, Kwik Kar Lube & Tune, Exxon, Southwest Kia, LBJ Oats Plaza, etc.	Emails / Phone Calls / In-Person Outreach	<p>PLC provided courtesy notices to surrounding businesses and properties near Oates Drive and I-635, to inform about the long-term temporary closures of two ramps:</p> <ul style="list-style-type: none"> -the southbound I-635 exit to Oates -the northbound I-635 entrance ramp from Oates <p>The closures would last through July 2023, weather permitting.</p>
March 31, 2023	Boxer Property	Email	The property representative

	(office buildings along Estate Lane)		wanted to obtain an updated progress update of construction in the area and whether 2024 was still a good date. PLC stated that it was still a good timeframe to expect nearby construction to reach completion.
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STAKEHOLDER COMMUNICATIONS

PUBLIC RESPONSES

Communication tools for stakeholders and the general public include the 635 East general email: info@635east.com, telephone hotline 833-HWY-635E (833-499-6353) and the project website's "Contact Us" form. These tools allow individuals to ask questions and express comments or concerns. Below is a summary of all the correspondence the team had with the public and the responses provided for each. In total, the team managed five public inquiries during March 2023.

Hotline Calls

There were no hotline calls received in March.

Date	Details	Response Date	Response
N/A	N/A	N/A	N/A

Website Contact Form

There was one message submitted through the website in March.

Date	Details	Response Date	Response
Feb. 28, 2023	A research company requested to speak with someone on the project about the public, private and peripheral economic impact of the 635 East project. The company stated it specialized in transportation and land use economics and would like to learn more.	March 1, 2023	PLC requested for more specific information to determine what is being requested for research.

General Project Email

There were six emails received in March.

Date	Details	Response Date	Response
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March 8, 2023	TxDOT forwarded a citizen complaint originally submitted to the City of Dallas regarding a pothole located along Skillman/Audelia roads.	March 8, 2023	PLC requested for more information on the report, such as location of the pothole, which lane and the contact information of the citizen who submitted the complaint.
March 8, 2023	TxDOT forwarded information reported by a driver who called and informed of a pothole along the westbound I-30 direct connector to northbound I-635.	March 8, 2023	PLC confirmed receipt of TxDOT's email and notified internal team for investigation.
March 18, 2023	A frequent visitor of the project website noticed that the Aerial Photos page was slow to load.	March 20, 2023	PLC apologized for the inconvenience and informed that the project's website team was looking into the issue.
March 21, 2023	TxDOT forwarded an email from a citizen who wanted to report graffiti on a noisewall along eastbound I-635 near Royal Lane/Miller Road (Exit 15) along the project.	March 22, 2023	TxDOT responded on behalf of PLC stating that the contractor has been notified. PLC reported to internal team for addition to the maintenance schedule.
March 23, 2023	A resident of the Boca Raton neighborhood in Segment 3, near the I-30/I-635 interchange, sent an email to the project requesting for the temporary pavement transition to Boca Raton from the southbound I-635 frontage road be smoothed out.	March 23, 2023	PLC informed the internal team and responded to the stakeholder.
March 23, 2023	TxDOT forwarded a vehicle claim to PLC regarding a pothole along I-635	March 24, 2023	PLC responded to the claimant requesting for more

	between Centerville Road and Jupiter Road.		details on the details before routing through the internal vehicle claims protocol.
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TECHNOLOGY TOOLS + ANALYTICS

The project has several technology tools available to maximize communication with stakeholders and the general public. These tools include the project website (www.635east.com), social media pages (Facebook, Instagram, Twitter), SlickText and MailChimp. Below is a summary of the project's digital analytics through March 2023.

**See Legend explaining each category after the Tech Tools + Analytics Section*

Social Media + Text Alerts *(Accurate data unavailable for socials/texts from February 2023)*

Channel	Monthly Total	Previous Month	Variance (+/-)
Facebook Page Likes	1,400	X	1,400
Facebook Followers	1,700	X	1,700
Instagram Followers	558	X	558
Twitter Followers	456	X	456
SlickText (Text Alert) Subscribers	4,184	X	4,184
MailChimp (E-Blast) Subscribers	2,214	X	2,214

Website Visitor Overview

Channel	Monthly Total	Previous Month	Variance (+/-)
Direct Traffic (www.635east.com)	687	799	-112
Referral	236	217	19

Organic Search	864	1,182	-318
Social Media	74	62	12

Website Analytics

Channel	Monthly Total	Previous Month	Variance (+/-)
New Visitors	1,716	2,122	-406
Total Visitors	1,811	2,225	-414
Average Pages Per Visit	2.24	2.08	0.16
Total Pages Viewed	6,299	6,409	-110
Average Time on Site	1:55	1:37	0:18
Bounce Rate	54.55%	58.23%	-3.68%

Legend

- **Direct** - Website visitors who directly go to the project web address.
- **Referral** - Visitors who are redirected to the project website from a different site.
- **Organic Search** - Website visitors who are directed to the project website via search engine.
- **Social Media** - Website visitors who are redirected to the project website from a social media platform.
- **New Visitors** - Brand new visitors to the project website.
- **Total Visitors** - Counts both returning and new website visitors.
- **Average Pages Per Visit** - Average number of pages viewed during a session.
- **Bounce Rate** - The number of visitors who chose to leave/close the page rather than continuing to view other pages.

LANGUAGE ASSISTANCE

TRANSLATION SERVICES

The Public Information team creates all outreach materials in English to share via social media, the website, e-blasts, publications and other engagement mediums. Spanish translation of these materials is made available in certain causes, and can also be provided upon request.

Translation Requests

The PI team tracks the number of requests from stakeholders requesting translation services. There were no requests received in March 2023.

Translated Materials

The PI team had four translated materials in March 2023.

Date	Type	Details of Translation	Stakeholder(s)
March 10, 2023	Flyer	As paving construction progresses along Skillman Street and the Whitehurst Drive intersection, the PI team sent an English and Spanish flyer to several contacts of a shopping center regarding one driveway being impacted by upcoming operations. The flyer outlined alternate access to the shopping center and the duration of the closure lasting about four months beginning in the March timeframe .	Skillman Crossing Shopping Center (such as Trinity Interests property management, occupants and tenants such as Denny's and Doctor Eyecare.
March 22, 2023	Flyer	The PI team prepared an English and Spanish flyer for the Summertree Lane neighborhood along Audelia Road, to notify about the long-term temporary closure of neighborhood access, beginning in April and lasting approximately eight weeks. The flyer assigned Springtree Lane as the neighborhood's alternate access point throughout the duration of the closure.	About 80 houses within the Summertree Lane neighborhood along Audelia Road (Skillman area).
March 24, 2023	Flyer	As paving construction continues along the eastbound I-635 frontage road and Abrams Road, the PI team sent an English and Spanish flyer to nearby restaurant contacts	Chick-Fil-A, Whataburger, Taco Bell, Long John Silvers, A&W and

		informing of the long-term temporary closure of the commercial plaza's south driveway in front of Taco Bell. The flyer outlined alternate access and the duration of the closure lasting about three weeks, weather permitting.	Walmart Supercenter.
March 31, 2023	Flyer	The long-term temporary closure of two ramps at Oates Driv/I-635 prompted PLC to create an English and Spanish flyer for surrounding businesses in the area. The flyer stated the closure beginning on Monday evening, April 10 lasting for approximately three months. The PI team distributed the flyer electronically and in-person after finalizing the translated material with TxDOT.	Dallas Diamonds, Chevron, Shell Gas station, Kwik Kar Lube & Tune, Exxon, Southwest Kia, LBJ Oats Plaza, etc.



SUMMARY REPORT

The Public Information Communications Monthly Report provides an overview of the public information activities during March 2023. A summary of activities will continue to be provided on a monthly basis until the completion of the project.

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