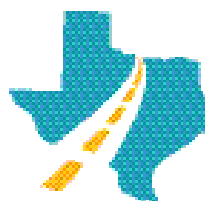




EAST

635 EAST PROJECT

PUBLIC INFORMATION MONTHLY REPORT MAY 2023



**TEXAS
CLEAR
LANES**





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 May 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, May 5**
- **Friday, May 12**
- **Friday, May 19**
- **Friday, May 26**



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 May.

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

Media Coordination

There were two accounts of the PI team communicating with media representatives in May.

Date	Details	Media Contact/Outlet
May 2, 2023	Reporter was seeking information on construction near Mesquite business, Dallas Diamonds. PLC responded with a general work description in the area and provided a summary of engagement with the business to inform about the work.	Fox 4, TV Station
May 21, 2023	A traffic reporter wanted to know the exact times of the full I-635 mainlane closure at Greenville May 20-21 to perform bridge construction. PLC responded to the reporter with the requested information.	NBC 5, TV Station

Press Releases

There was one press release issued during the month of May.

Issue Date	Title/Details
May 17, 2023	Full Closure of EB and WB I-635 at Greenville Ave. May 20-21



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. May 7, 2023	All Email Subscribers	635 East Traffic Alert - Week of May 8
Sun. May 14, 2023	All Email Subscribers	635 East Traffic Alert - Week of May 15
Sun. May 21, 2023	All Email Subscribers	635 East Traffic Alert - Week of May 22
Sun. May 28, 2023	All Email Subscribers	635 East Traffic Alert - Week of May 29

Text Alerts

Date	Stakeholder/Group	Details
May 1, 2023 at 5:42 p.m.	All Text Alert Subscribers	TRAFFIC ALERT: Full closure of EB and WB I-635 at Greenville Ave. Sat. 5/13
May 3, 2023 at 5:01 p.m.	All Text Alert Subscribers	TRAFFIC ALERT: Relocation of the EB I-635 Exit to Centerville Rd./Ferguson Rd. and SB I-635 exit to La Prada 5/12
May 10, 2023 at 5:10 p.m.	All Text Alert Subscribers	RESCHEDULED: Full closures EB and WB I-635 at Greenville Ave. rescheduled to May 20-21
May 12, 2023 at 12:50 p.m.	All Text Alert Subscribers	REMINDER: Ramp relocations of the EB I-635 Exit to Centerville Rd./Ferguson Rd. and SB I-635 exit to La Prada
May 19, 2023 at 11:16 a.m.	All Text Alert Subscribers	REMINDER: Full closure of EB & WB at Greenville Ave. May 20-21



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 May 2023.

Date	Stakeholder	Outreach Type	Details
May 1, 2023	City of Mesquite / Mesquite ISD	Email	Mesquite staff wanted an update on the beginning of the temporary long-term closure of Gus Thomasson Road at I-30 as previously discussed. PLC informed all Mesquite contacts that the new timeframe for when the project team anticipated the closure to begin was mid-June.
May 4, 2023 May 18, 2023	City of Garland	Virtual Meeting - <i>Microsoft Teams</i> Project Email	Monthly coordination meeting between PLC, TxDOT and City of Garland staff. This was the final monthly meeting between the City of Garland Staff. During discussions, Garland staff suggested to change the frequency of the coordination meetings to meeting on an as-needed basis instead. PLC will continue to loop Garland in on major milestones or activities along the project.
May 4, 2023	LeafNOW Office	Project Email	The office manager shared concerns about trucks blocking Towne Crossing Boulevard and the one lane along the frontage road, causing backups. The PI team informed the Construction Segment Manager of the business concerns. PLC suspect that the blocking along the frontage road could be a separate crew working with the city.

May 5, 2023	DART	Virtual Meeting - <i>Microsoft Teams</i>	Monthly coordination meeting between PLC, TxDOT and DART staff.
May 8, 2023	Waze	Project Email	Waze representatives requested information about the construction activities along the Northwest Highway entrance ramp. PLC responded to the stakeholder and provided information about the closure.
May 8, 2023	Coppertowne Homeowners Association	Project Email	The HOA president was inquiring about whether workers seen in the neighborhood digging in front of several front yards belonged or worked for the project. A resident who was also copied on the email responded to the group and answered the question after speaking with PLC's Construction Segment manager, confirming that the workers were not employed by the project.
May 8, 2023	JAH Realty (Lake Highlands Shopping Center)	Project Email	Touched base with property contacts regarding a scheduled recurring meeting set with the property to have every six months. PLC and JAH Realty both agreed that the summer meeting can be skipped and can reconnect in Q4 of 2023.
May 9, 2023	HERE Technologies	Project Email	GPS Company, HERE Technologies was preparing its maps to implement the permanent configuration of the eastbound I-635 frontage road between Northwest Highway and La Prada Drive, as well as the ramps along this roadway. PLC clarified that ramps along this frontage road will be shifted east, so that the representative can update the information in its systems.
May 10, 2023 May 19, 2023	Various stakeholders (property owners)	Phone Calls and Emails	A courtesy email was sent to businesses and properties near the Greenville Avenue area to

	and businesses) near the Greenville Avenue		inform about the full I-635 closure of all lanes at Greenville for bridge construction, as well as all other associated closures regarding the work. Another courtesy reminder email was sent to contacts later in the month.
May 10, 2023	Alan TX Investments (9319 LBJ Freeway)	Hotline/Project Email	The property manager of an office building requested advice from PLC for changing how Google Maps navigation directs users to access their building. PLC suggested reviewing instructions directly from Google to make the official update for the property. PLC clarified that its outreach team does not enter private property access routes on Google Maps. Google representatives have their own team that enters the data amid roadway changes.
May 11, 2023	Denny's Restaurant (Skillman Crossing Shopping Center)	Project Email	The restaurant chain's corporate contact reached out and requested an update on when the driveway to the business will reopen. PLC's Construction Segment manager responded that the driveway is currently being surveyed and the driveway should reopen within 2-3 weeks.
May 11, 2023	Gun Zone	Project Email	The business requested for PLC to assist with maintaining the growing weeds within state right of way. PLC informed the internal team, who handled the mowing in the area a few days later.
May 16, 2023	Dallas Dodge	Project Email	The dealership representative requested an update on construction along the frontage road. PLC gathered details and informed about progress in the area, including when the dealership can expect the permanent driveway to be built and open to the public.

May 19, 2023	Apple Maps	Project Email	A representative from GPS company, Apple Maps, needed assistance understanding an upcoming scheduled closure of the US 75 entrance ramp to eastbound I-635 located near Greenville Avenue, after reading the weekly eblast distribution. PLC filled in details for the representative for better understanding of the closure to ensure accuracy of marking closures on the app.
May 23, 2023	Gateway Buick GMC	Phone Call	The dealership had questions about the timelines of construction near their business, as well as timelines for when the permanent driveways will be built and open along the property. PLC Construction Segment Manager was informed of the inquiries and met the contacts onsite to walk them through pending construction and what to expect.
May 23, 2023 May 25, 2023	Various stakeholders (businesses and property owners) near the westbound I-635 frontage road at McCree Road and Jupiter Road	Project Email	Distributed a courtesy email to all contacts regarding the alternate access during an overnight closure of the frontage road at McCree and Jupiter. PLC sent an additional email after the work was rescheduled a few days later.
May 25, 2023	Galloway / I-30 Commercial Strip Center (4701 N. Galloway)	Project Email	Property owner requested PLC's assistance in finding out an inflated water bill on his property, suspecting there was a water leak on the nearby construction site of the project. PLC checked with the Construction Segment Manager and confirmed that there was no water leak on the project site and that the team found no connection to the private property's water bill.
May 26, 2023	Lake Highlands Shooting Center	Project Hotline	A stakeholder was interested in learning more about what to expect at Skillman Street after

			seeing the new steel structures beginning to be installed at the intersection for the future aesthetic bridge. PLC answered questions, as well as follow-up discussions about Skillman construction.
May 31, 2023	Office Plaza (5115 N Galloway Ave.)	Phone Call and Email	Property representatives were inquiring about the owners of vehicles that were parking and blocking spaces on private property. PLC circulated pictures provided to the internal team and urged team members not to park on the lot.



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.

Hotline Calls

There were no hotline calls received in May.

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

Website Contact Form

There were no messages submitted through the website in May.

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

General Project Email

There were six emails received in May.

Date	Details	Response Date	Response
April 28, 2023 (not included in the April report)	TxDOT forwarded an email from a resident who lives along Vantage Point Drive near Greenville Avenue who wanted to report their concerns about the lane configuration at Greenville Avenue and inquired about	May 3, 2023	PLC informed the stakeholder that the reduced lane configuration along Greenville Avenue is temporary and will be switched to a more aligned configuration

	adding additional signage and lane markers along Vantage Point Drive.		alleviating traffic of the constraints that drivers had been experiencing for several months. PLC also directed the concerns about Vantage Point Drive to Dallas 311, due to the street being outside of project limits, falling under the maintenance limits of the City of Dallas.
May 3, 2023	Representatives from LBJ Express forwarded a concern from a driver who happened to visit their offices. The driver wanted to report their concern in-person about the length of the temporary westbound I-635 entrance at Skillman Street.	May 5, 2023	Only a phone number was provided by the stakeholder. PLC was not successful in trying to reach the stakeholder several times.
May 5, 2023 and May 9, 2023	TxDOT forwarded a vehicle claim regarding an incident involving a pothole and tire damage at the I-30 interchange.	May 8, 2023	PLC responded to the driver and also routed the claim through the vehicle claims protocol.
May 8, 2023	TxDOT forwarded a comment submittal from a stakeholder who wanted to report a dog near Northwest Highway lanes.	May 8, 2023	PLC notified internal team to scope the area, as well as responded to the stakeholder.
May 9, 2023	TxDOT forwarded a pothole complaint that was originally submitted to TxDOT on April 26. Pothole was located near the I-30 / I-635 interchange.	May 9, 2023	PLC checked with internal team and received confirmation that the pothole had already been repaired.
May 17, 2023	PLC received a message from a trucking company that was interested in working along the project.	May 17, 2023	PLC forwarded the information to its Contracts team.

May 18, 2023	TxDOT forwarded a report submitted to TxDOT from a driver who noticed a pothole near the I-30/I-635 interchange.	May 18, 2023	The complaint was forwarded directly to the PLC maintenance team who addressed the issue.
May 22, 2023	TxDOT forwarded a report originally submitted to TxDOT on May 12, 2023, regarding graffiti on a brick wall along I-635 and Towne Centre Drive.	May 22, 2023	PLC responded to stakeholder who originally submitted the concern, and requested for additional details. PLC also routed the comment to its maintenance team.
May 22, 2023	TxDOT forwarded a vehicle claim from a driver who wanted compensation due to rock cracking their car windshield	May 23, 2023	PLC gathered more details from the claimant and initiated the internal claim process with appropriate personnel.
May 24, 2023	A frequent visitor of the project website inquired when the 635 East Aerial Photos page would be back up and running.	May 24, 2023	PLC apologized for the inconvenience for the web page being down. Informed the viewer that the team is working with TxDOT on the back-end to transition all website assets onto a new website platform. Also informed them that after the website transfer is complete, aerial photos will no longer be posted monthly on the website, rather it will be distributed to e-blast subscribers.
May 25,2023	TxDOT forwarded an email from a driver who submitted their original comment to TxDOT on 5/20, reporting damage from a pothole	May 25, 2023	PLC requested additional information from the driver multiple times. No response has been

	along I-635/I-30 interchange.		received by PLC.
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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 May 2023.

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

Social Media + Text Alerts

Channel	Monthly Total	Previous Month	Variance (+/-)
Facebook Page Likes	1,517	1,515	2
Facebook Followers	1,878	1,870	8
Instagram Followers	570	567	3
Twitter Followers	471	464	7
SlickText (Text Alert) Subscribers	4,206	4,193	13
MailChimp (E-Blast) Subscribers	1,260	1,263	-3

Website Visitor Overview

Channel	Monthly Total	Previous Month	Variance (+/-)
Direct Traffic (www.635east.com)	1,146	666	480
Referral	316	283	33
Organic Search	1,087	957	130
Social Media	131	199	-68

Website Analytics

Channel	Monthly Total	Previous Month	Variance (+/-)
New Visitors	2,496	1,901	595
Total Visitors	2,603	2,037	566
Average Pages Per Visit	2.02	2.26	-0.24
Total Pages Viewed	7,890	7,461	429
Average Time on Site	1:20	2:01	23:19
Bounce Rate	58.92%	56.24%	2.68%

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 May 2023.

Translated Materials

The PI team had no translated materials in May 2023.

Date	Type	Details of Translation	Stakeholder(s)
N/A		N/A	



SUMMARY REPORT

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

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