

# Middlefield Road Improvement Project

*Department of Public Works  
Status / Update*



# Project Limits and Key Components

## Roadway Improvements:

- Pacific Avenue to Fifth Avenue (0.5 mi)

## Utility Undergrounding:

- MacArthur Avenue to and Fifth Avenue

## Sanitary Sewer Replacement:

- Douglas Avenue to Sixth Avenue



# General Layout and Elements

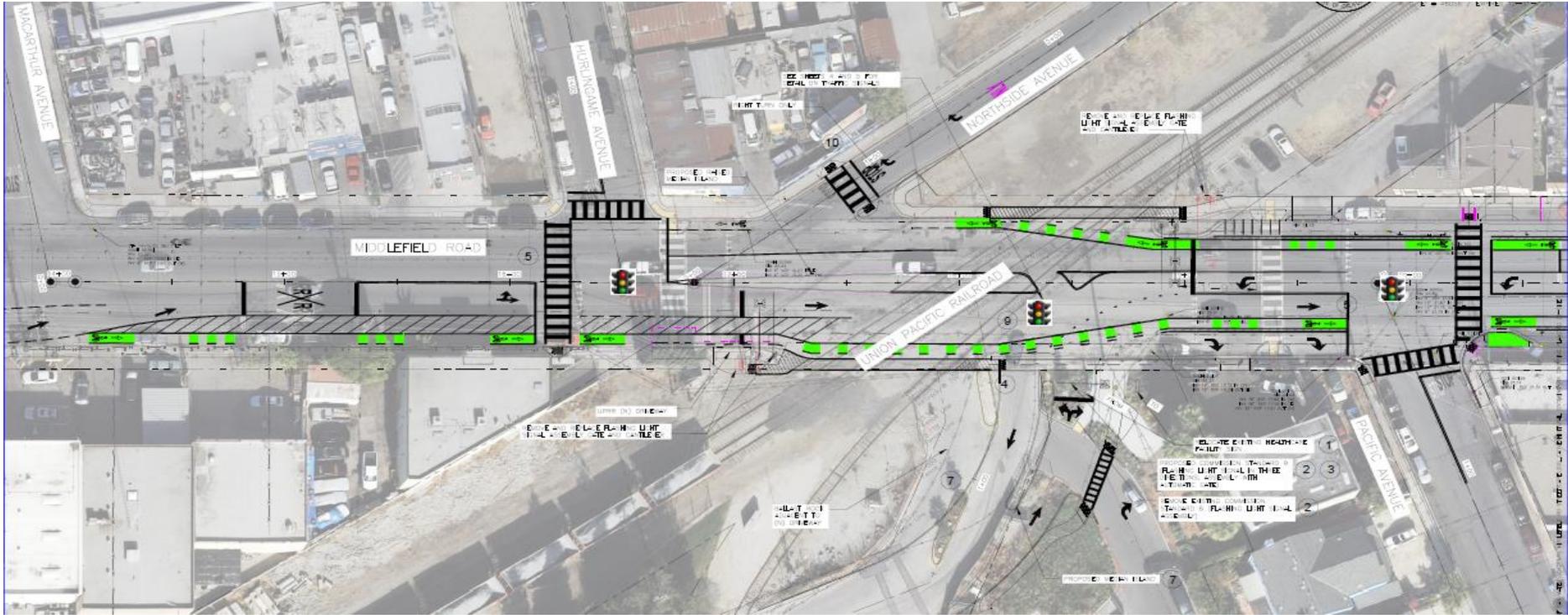
- New lane configuration: 1 lane in each direction
- Widened Sidewalks
- Street Lights
- Buffered Bike Lanes
- High Visibility Crosswalks
- Rectangular Rapid Flash Beacon (RRFB)
- Traffic Signals
- Street Trees
- Bike Racks, Benches
- Trash Receptacles
- Undergrounding Overhead Utilities
- Green Infrastructure/stormwater treatment features



# Street View



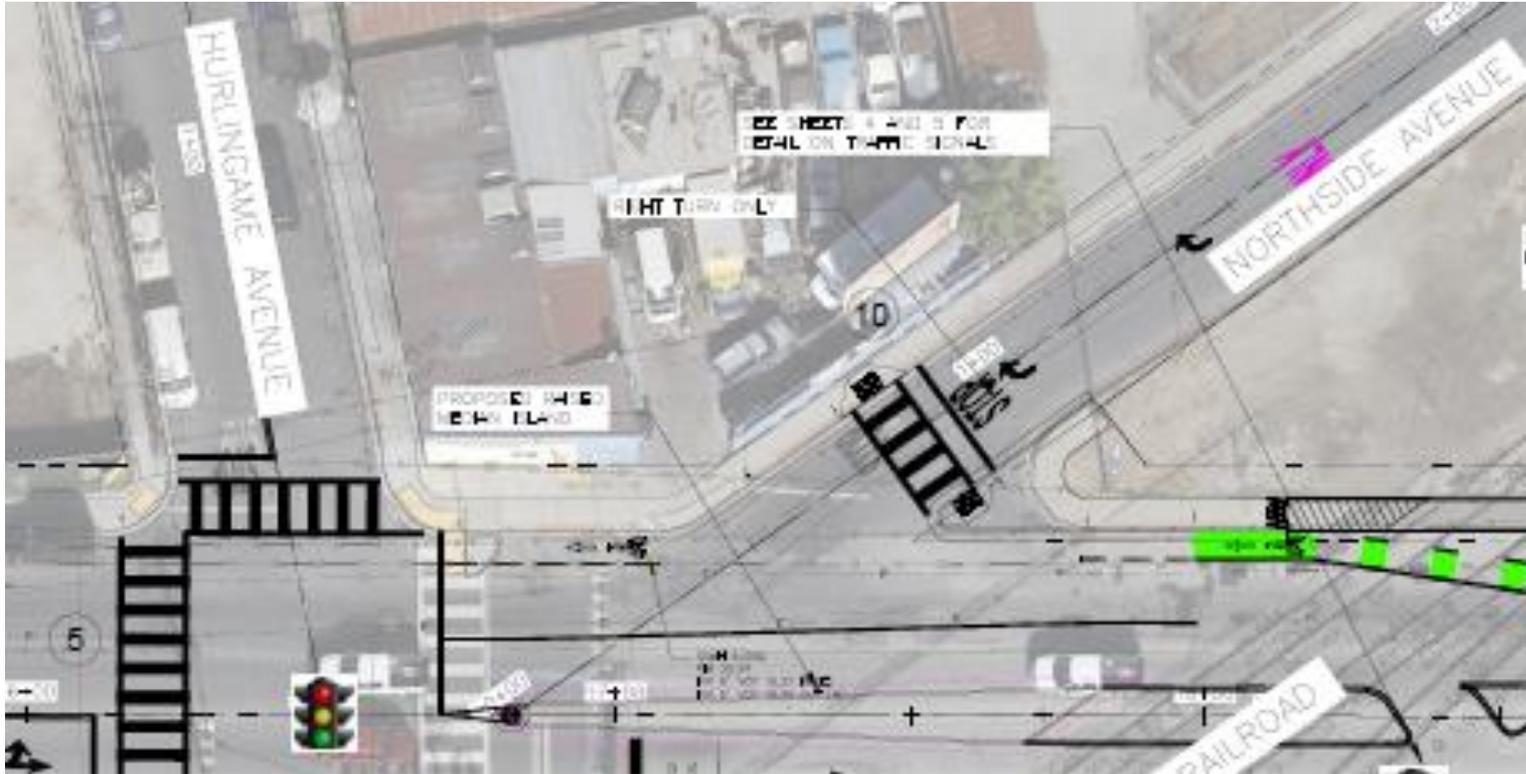
# Traffic Signals and Clinic/Redwood Junction Driveway



- Three (3) new traffic signals - Hurlingame, Clinic/Redwood Junction driveway, and Pacific Ave.
- Signals will be interconnected to the railroad crossing equipment.
- New railroad crossing equipment at Clinic/Redwood Junction driveway.



# Modifications near Railroad Crossing



- **Northside Avenue** - one way from Stanford Avenue to Middlefield Road and right turn exit only
- **Median** - on Middlefield Road to prevent left turns from Northside Avenue to Middlefield Road



# Construction Bid and Award Schedule

- **Project Advertised for Bid**: October 23, 2020
- **Anticipated Bid Opening**: December 15, 2020
- **Anticipated Award Contract**: January, 2021



# Questions?



# Middlefield Road Redesign

## *Outreach & Communication Summary*



# Communication Goals

- Identify and communicate potential disruption and inconveniences
- Maintain good will and minimize frustration
- Build community support
- Avoid the spread of misinformation if unexpected challenges arise
- Leverage local support and build trust
- Serve as a bridge



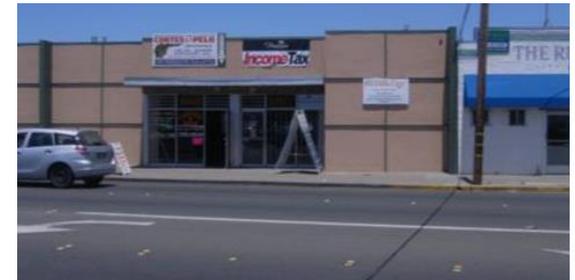
# Strategies

- Use two-way communication in English and Spanish: listen to community and respond accordingly
- Keep all stakeholders well informed of upcoming construction activities
- Develop a communications infrastructure that responds quickly to challenges
- Provide a mechanism to share complaints and issues in person



# Key Audiences

- Residents, businesses and employees living and working near construction activities
- Visitors traveling through the construction zone
- Commercial businesses in the construction zone
- Print, broadcast and social media
- Organizations Whose Operations Will Be Affected by Construction



# Community Outreach

## Approach

- Middlefield Road Redesign Website (DPW)
- Middlefield Road Redesign Project Hotline
- Project Updates
- Text Application
- Signage
- Presentations (NFOCC)
- Social Media Updates



# Business Support

## Collateral Materials

- Door hangers for residents and flyers
- Posters
- Banners, and other media
- Project signs
- DPW website address  
will be part of all advertising



# Tentative Project Schedule

*(subject to change)*

Anticipated Timeframe	Description
January 2021	DPW Contract Award
February/March 2021	Update Construction Project Timeline
February-April 2021	Anticipate Start of Construction Approximately 1.5 years duration
Spring 2021	Announce Project Timeline to NFO Residents/Businesses
Spring 2021	Locate and Announce Site for Community Questions/Concerns



# Thank You!

## Questions?



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