



DDA Updates S. Fifth Avenue Underground Parking Structure Project Information on its Website, Facebook & Twitter

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Ann Arbor, MI -- Ann Arbor's Downtown Development Authority (DDA) has announced that it will use Facebook and Twitter in addition to its website to provide updated information as it becomes available for the S. Fifth Avenue Underground Parking Structure Project Construction.

"This project entails a number of moving pieces, and it is our aim to ensure that useful information gets out to the community as quickly and openly as possible throughout all phases of construction," said DDA Executive Director Susan Pollay. Information can be accessed in a number of ways:

- **DDA website:**
http://www.a2dda.org/current_projects/s_fifth_ave_parking_structure_project/ The site includes design information, and **video streaming** of the project site beginning in mid-November, 2009
- Regular project team construction updates – available through the DDA's website or as part of a **ListServ**, starting in November, 2009 (*Contact the DDA if you'd like to be included*)
- **Facebook** – Ann Arbor DDA – frequent updates for friends or fans of the Ann Arbor DDA
- **Twitter** – Follow A2DDA for quick updates throughout the project (<http://twitter.com/ATDDA>)
- Regular **press releases** on different aspects of the project sent to local and regional media, and published to the DDA's website

Pollay said that community members are also welcome to call the DDA office (734/994-6697) and that the construction manager will soon have regular on-site meeting hours to hear from community members and share information on construction-related issues. "Our goal is to convey information using a variety of media, because a successful project includes successful communication strategies," said Pollay.

The S. Fifth Avenue Underground Parking Structure Project on the former Library Lot involves more than parking. It includes installation of new water mains, electric system improvements, a midblock alley to facilitate deliveries and trash pickup, and a new midblock street (currently dubbed "Library Lane"). The parking structure portion of this project will be fully paid for with parking revenues generated by the users of the public parking system – with no use of tax dollars.

Construction is scheduled to take place through late August 2011.

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