

Introductions

- Name
- Affiliation
- What is the biggest hurdle for the study?

Steering Committee House Keeping

- Best time to meet?
- Have we missed anyone for the Steering Committee?
 - CRCOG
 - New Britain, Plainville, Southington, Farmington
 - East Coast Greenway
 - Plainville Greenway Alliance
 - Farmington Valley Trails Council
 - CT Dept. of Transportation
 - CT Dept. of Energy and Environmental Protection
 - Plainville - Southington Health District
 - CTfastrak

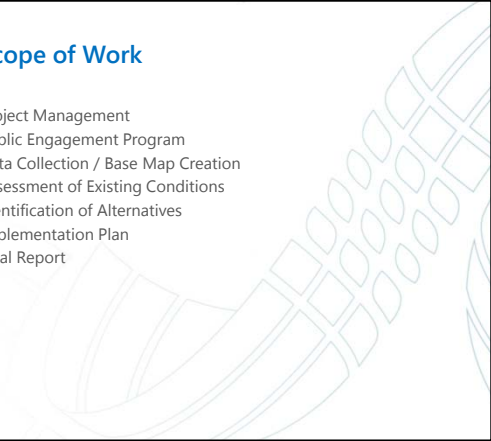
Steering Committee Role

- Help the Study Team to Guide the study process
- Assist in evaluating the feasibility of alternative
- Act as Study Team Liaison
- Share Local knowledge
- Assist with Public Outreach



Scope of Work

- Project Management
- Public Engagement Program
- Data Collection / Base Map Creation
- Assessment of Existing Conditions
- Identification of Alternatives
- Implementation Plan
- Final Report



Public Engagement Plan

- Steering Committee (9)
- Technical Team (5)
- Discovery Phase
 - Focus Group Meetings (8)
 - Stakeholder Interviews (10)
 - Mobile Study Tours (2)
- Charrettes (2)
- Public Informational Meetings (4)
- Surveys (3)
- Town Meetings (10)
- Website
- Newsletters (6)
- Translation Services



Schedule

C – Charrette
M – Mobile Tour
PIM – Public Informational Meeting

Vision Statement

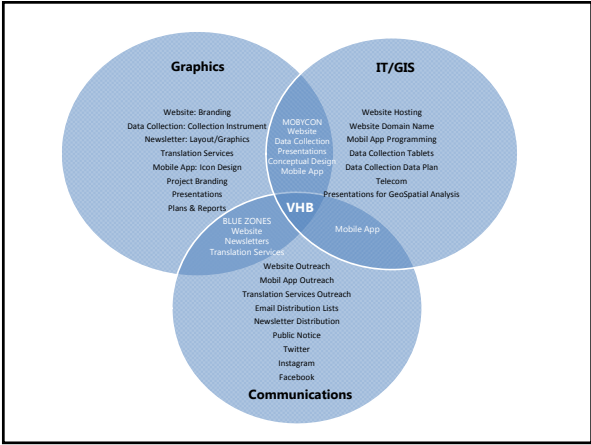
- What is your Vision for the Study?
- Example
 - To determine a corridor for the Farmington Canal Heritage Trail Gap Closure in Plainville, to better position the CROCOG and the Towns to apply for funding for design and construction, consideration should be taken to adhere to local and national standards.
 - To prioritize a corridor for improvements to improve bicycling and walking between the Farmington Canal Heritage Trail and CTfastrak in New Britain.

Data Collection Update

- Behind the scenes:
 - Mobilized an internal project support team of +10 people!
 - Seven (7) specialized departments involved
- Data collected to date
 - Traffic data
 - Average Daily Traffic (ADT), Crash Data, Route Designations, Suggested List of Surveillance Study Sites (SLOSS), Strava Data
 - Reports & Policies
 - Economic, Bike/Ped Plans, Transportation plans, bike route maps, Complete Street Master Plans, previous studies & plans
 - Geographic Information System (GIS)
 - Received data sets
- Anything Missing?

Branding the Study

- Allows a common image (brand) to be recognized on all study materials
- Website presence
- Social Media presence
- The Brand: Gap Closure Study
- The Logo
- Project Website
- Social Media
- Committee help
 - What other mechanisms can we utilize?



Branding the Study

- Facebook
 - Utilize existing town/advocate pages
- Twitter
 - Collaborate to get the word out
 - #gapclosurestudy

The Logo: Potential Option #1



The Logo: Potential Option #2



The Logo: Potential Option: #3



Lets have some fun!

- We'd like your input!
- Which logo did you like the best?



The Website Layout

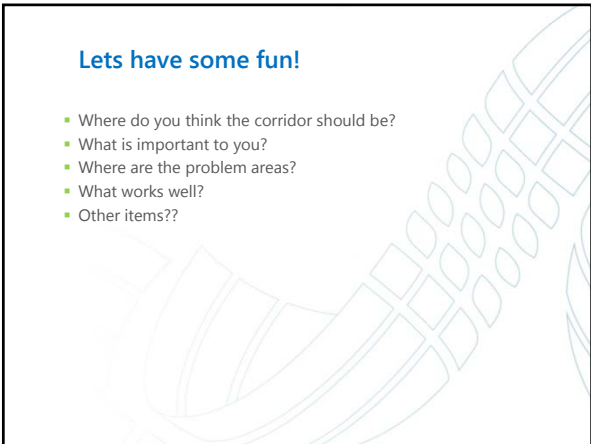


The Website: Domain Name

- The Website
 - www.gapclosurestudy.com
 - Temporary landing page
- Example prior project website
 - Virginia Tech (VT) Transportation Master Plan
 - <http://www.vt-ptmp.com/>


Lets have some fun!

- Where do you think the corridor should be?
- What is important to you?
- Where are the problem areas?
- What works well?
- Other items??



Homework...

- Public Engagement
 - Bike Shops
 - Events in your community
- Mobility Tour
 - Transportation
 - Bikes
- Meeting Locations
 - Community centers
 - Libraries
- Data Collection
 - Additional Items



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