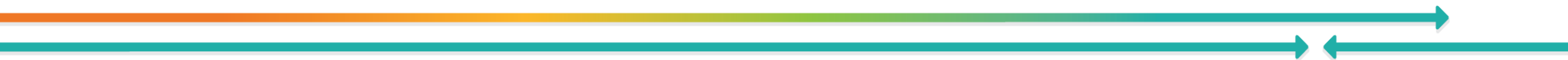




# Goal Setting Workshop

## Day 1: Stakeholder Task Force

May 24, 2022



# What We'll Cover Today

- 1 Welcome & Framing
- 2 Start with Why
- 3 Review of Identified Priorities
- 4 Headline Exercise
- 5 Approach to Prioritizing Goals
- 6 Next Steps & Closing





# Welcome & Framing



# Connect Downtown Schedule



# Highlights of March Meeting

- Established role of Stakeholder Task Force and Technical Advisory Committee
- Provided overview of Connect Downtown purpose and need
- Discussed desired outcomes for the project
- Identified preliminary opportunities and challenges



# Today's Objectives

- Share highlights of March kickoff meeting and review work underway
- Collaborate to develop and prioritize goals for Connect Downtown
- Establish achievable and measurable success outcomes to frame recommendations



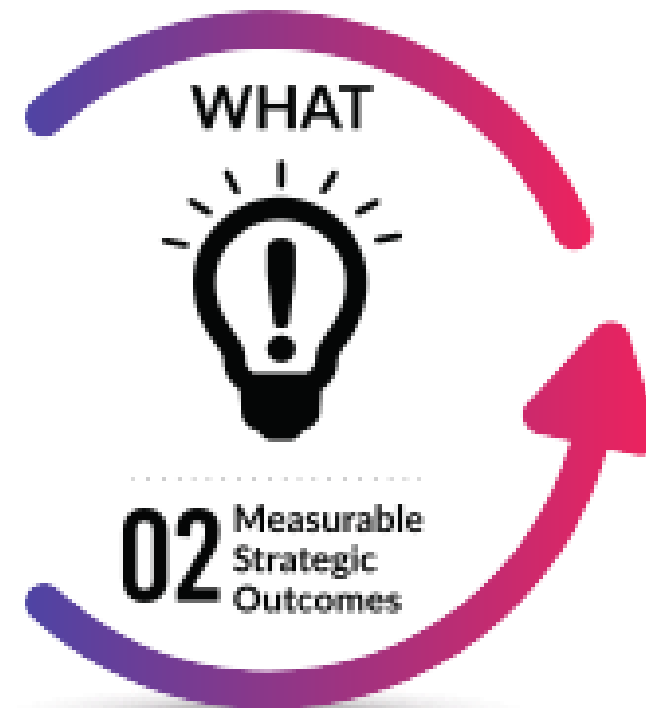


# Start with Why

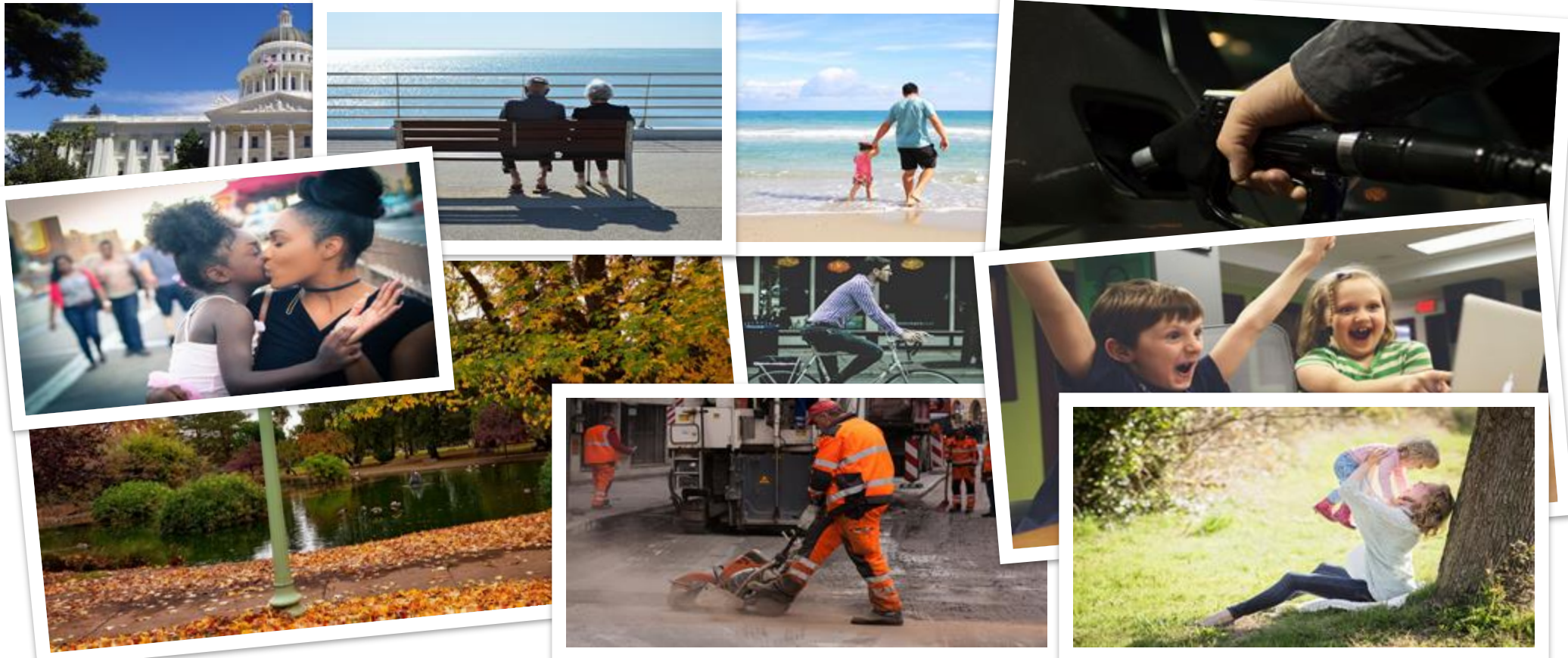


# Introduction to Approach

## From WHY to WHAT

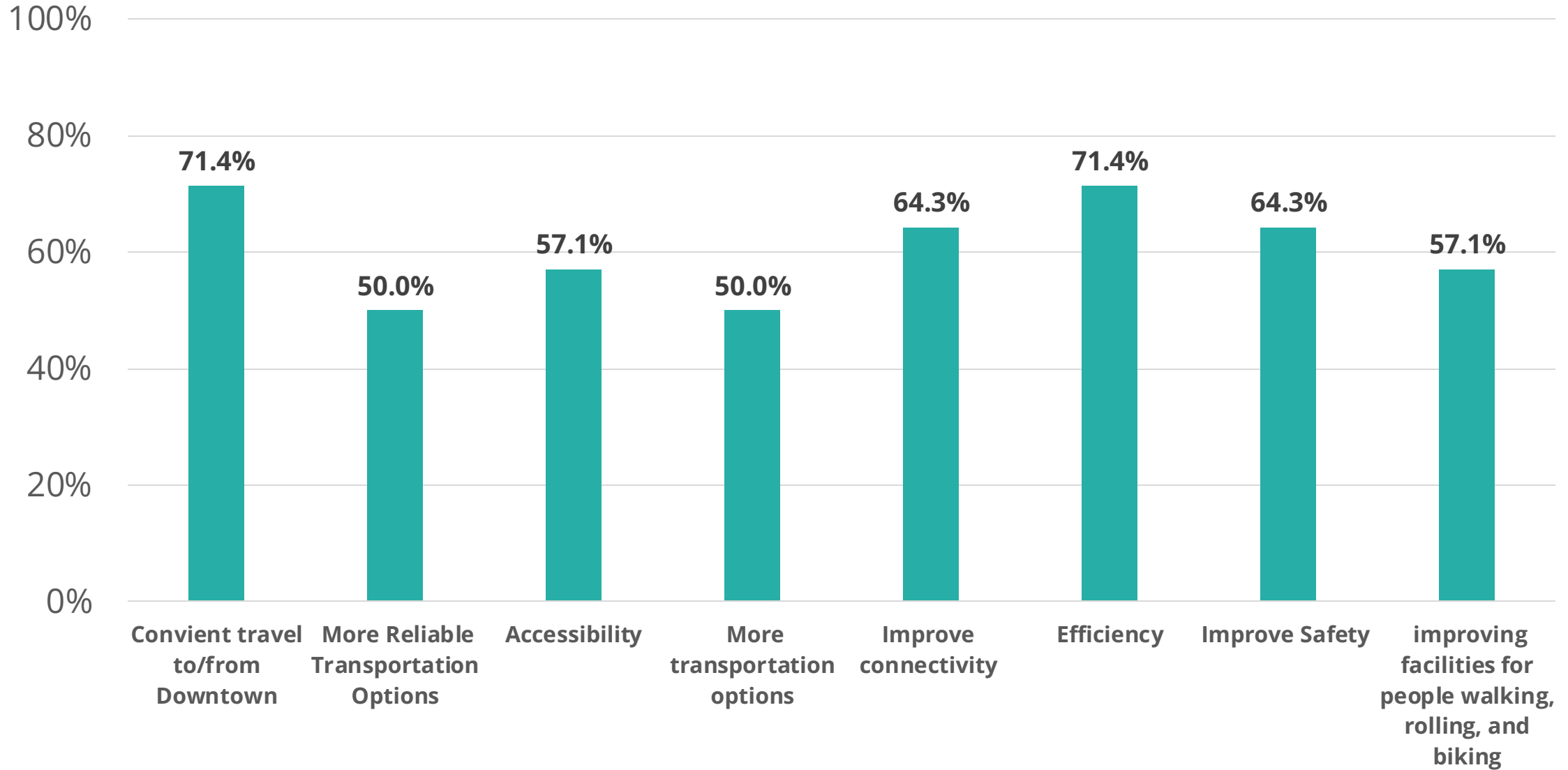


# What's our **WHY** today, and what do we want it to be in the future?



What are the goals you have for this project that address the why of today and tomorrow ?

# Why is Connect Downtown Important to You?



**What does a Success Plan look like for Downtown Nashville?**



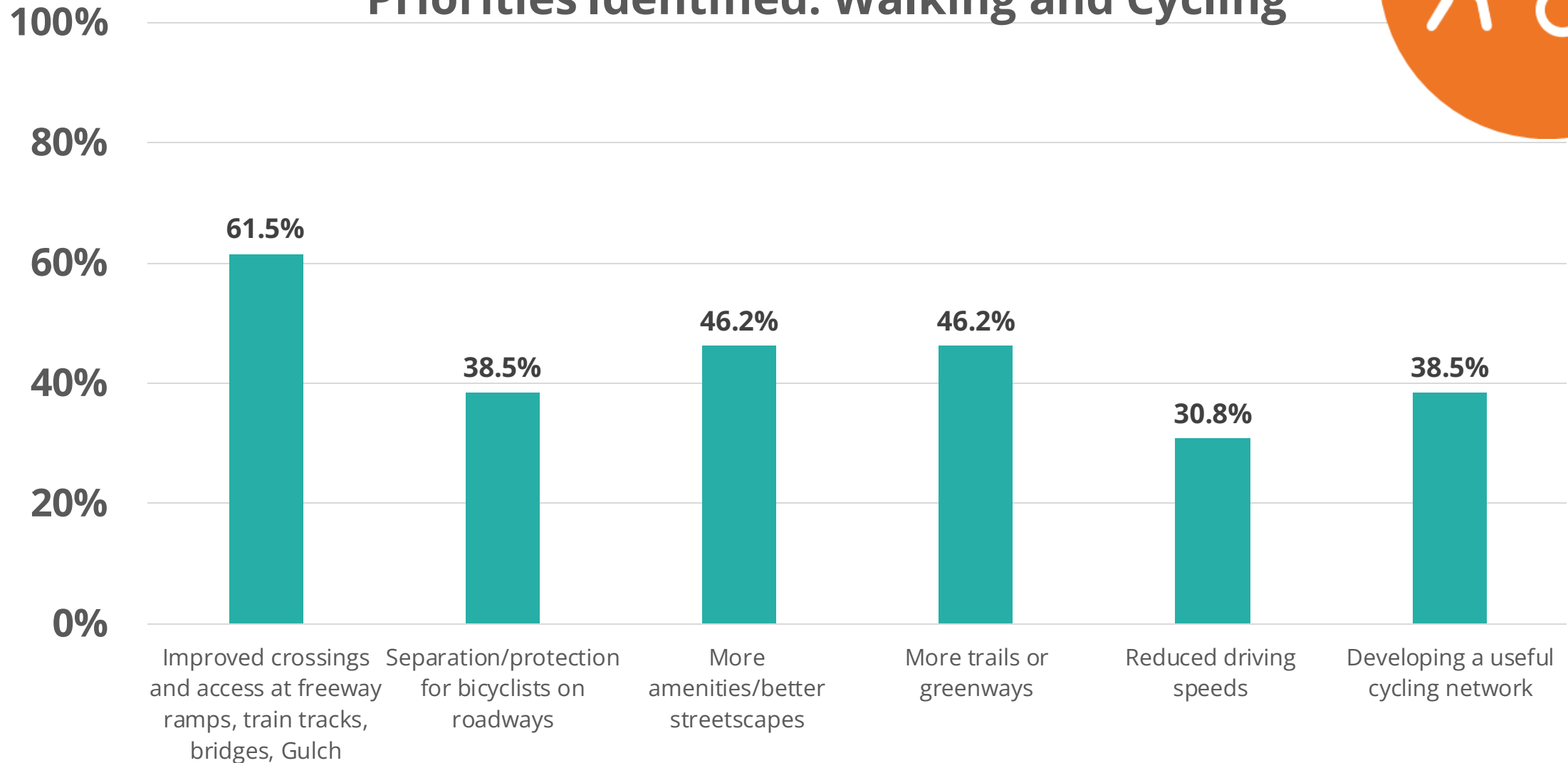
# Review of Identified Priorities

# Pre-Workshop Survey Priorities



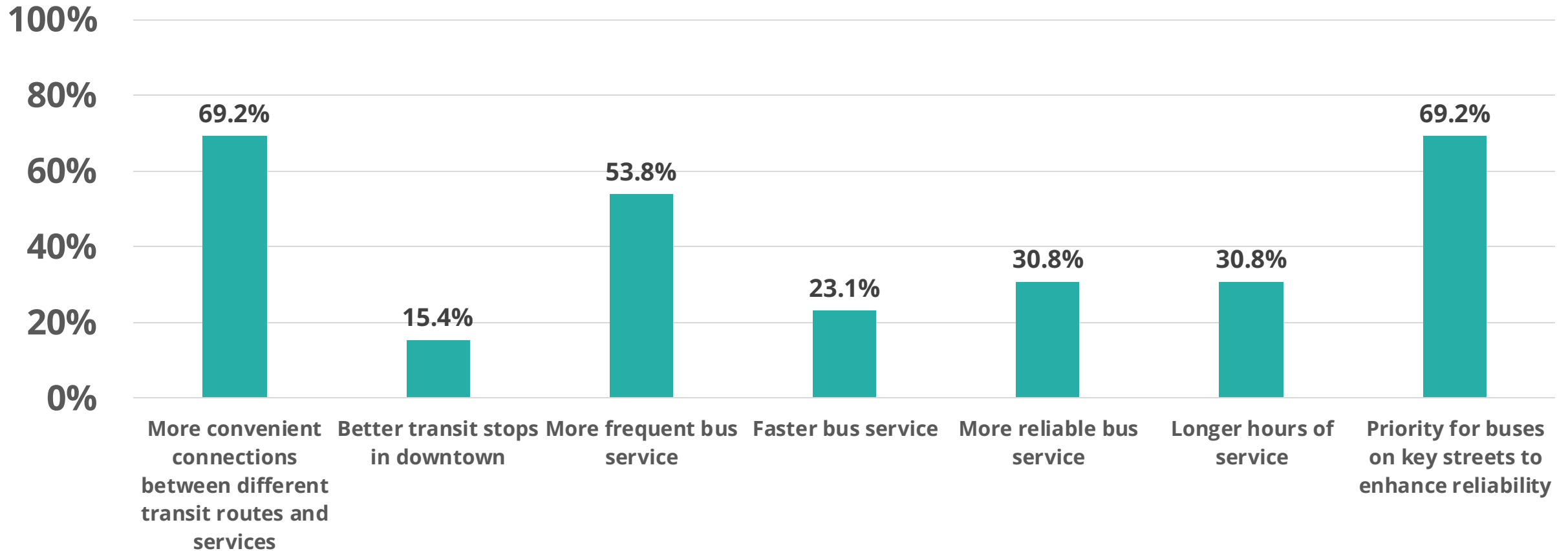


## Priorities Identified: Walking and Cycling





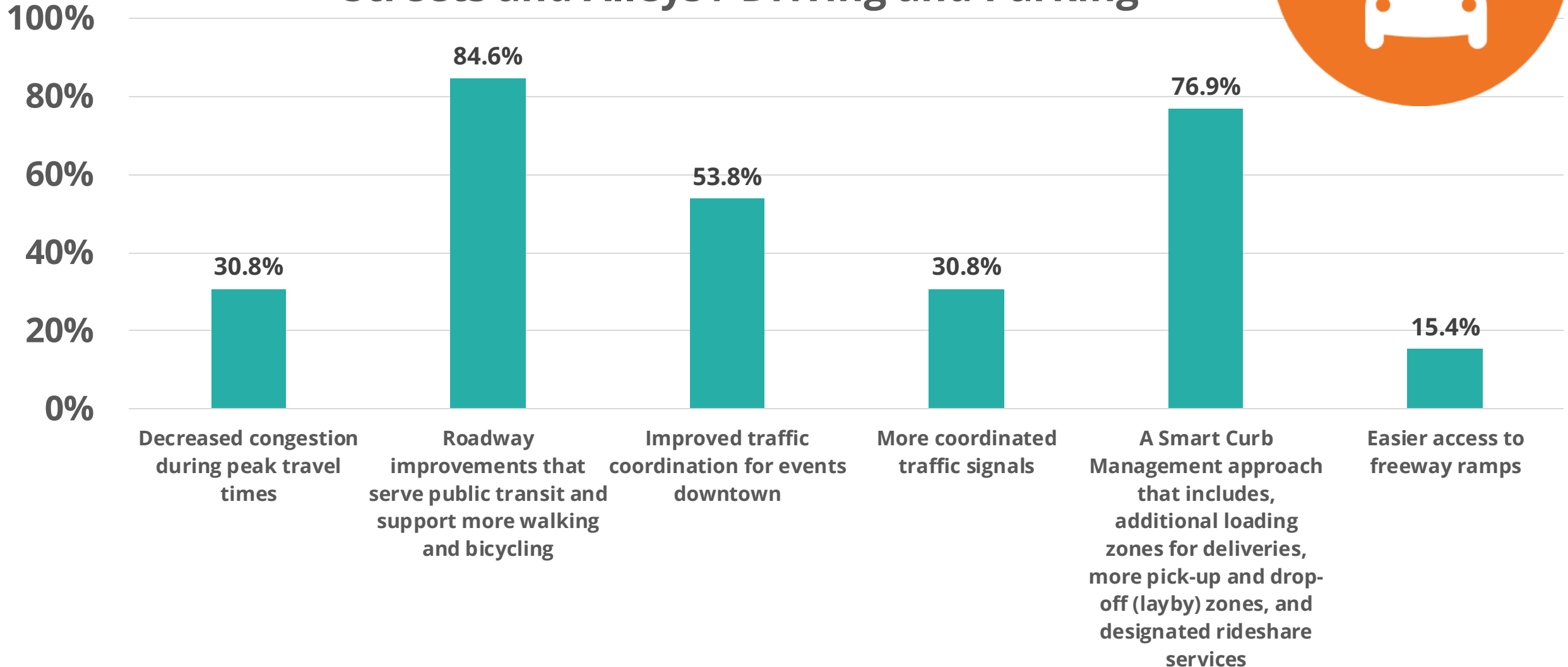
## Priorities Identified - Public Transportation





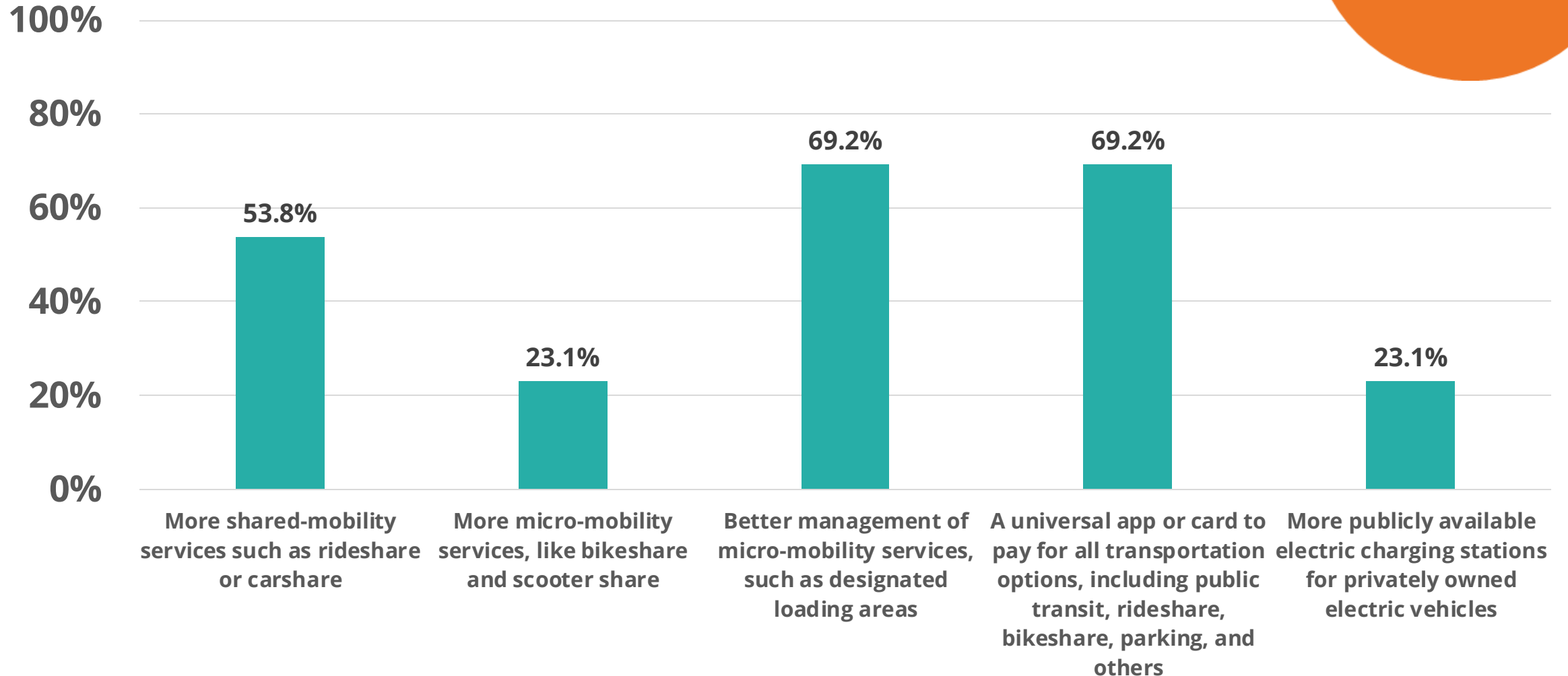


## Streets and Alleys / Driving and Parking





## New Mobility and Technology



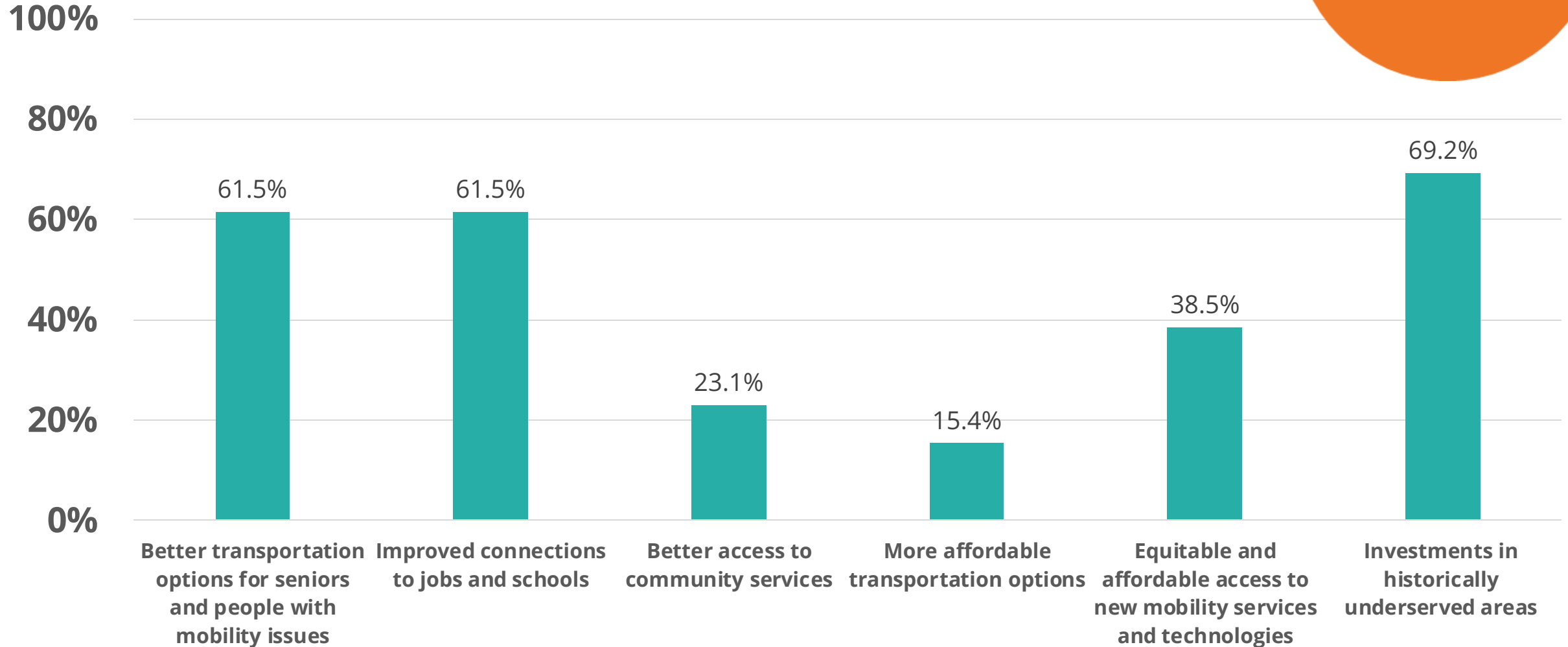


## Environmental Sustainability and Resilience





## Equity Considerations



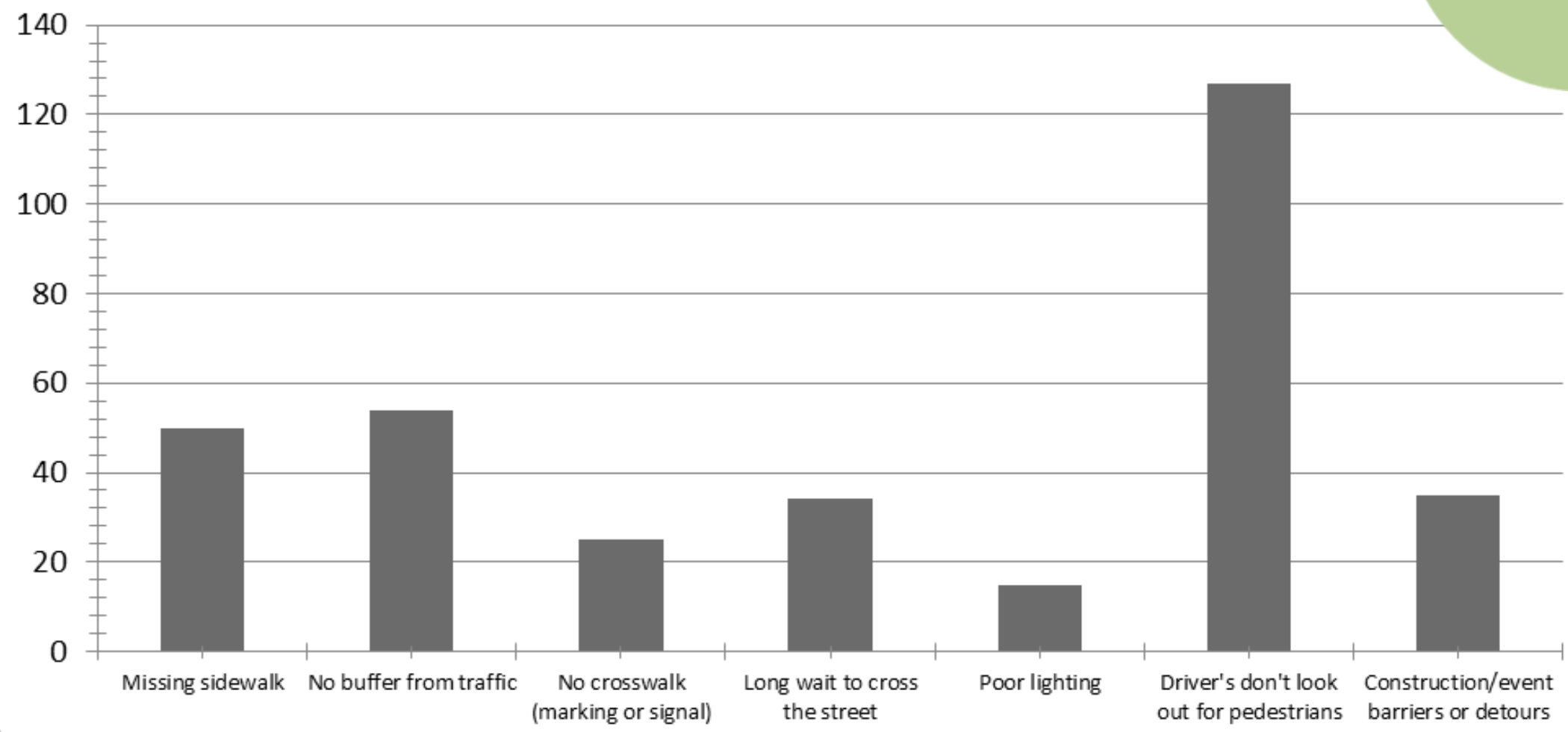
# Quick Findings: Public Outreach



# Mapping Transportation Challenges

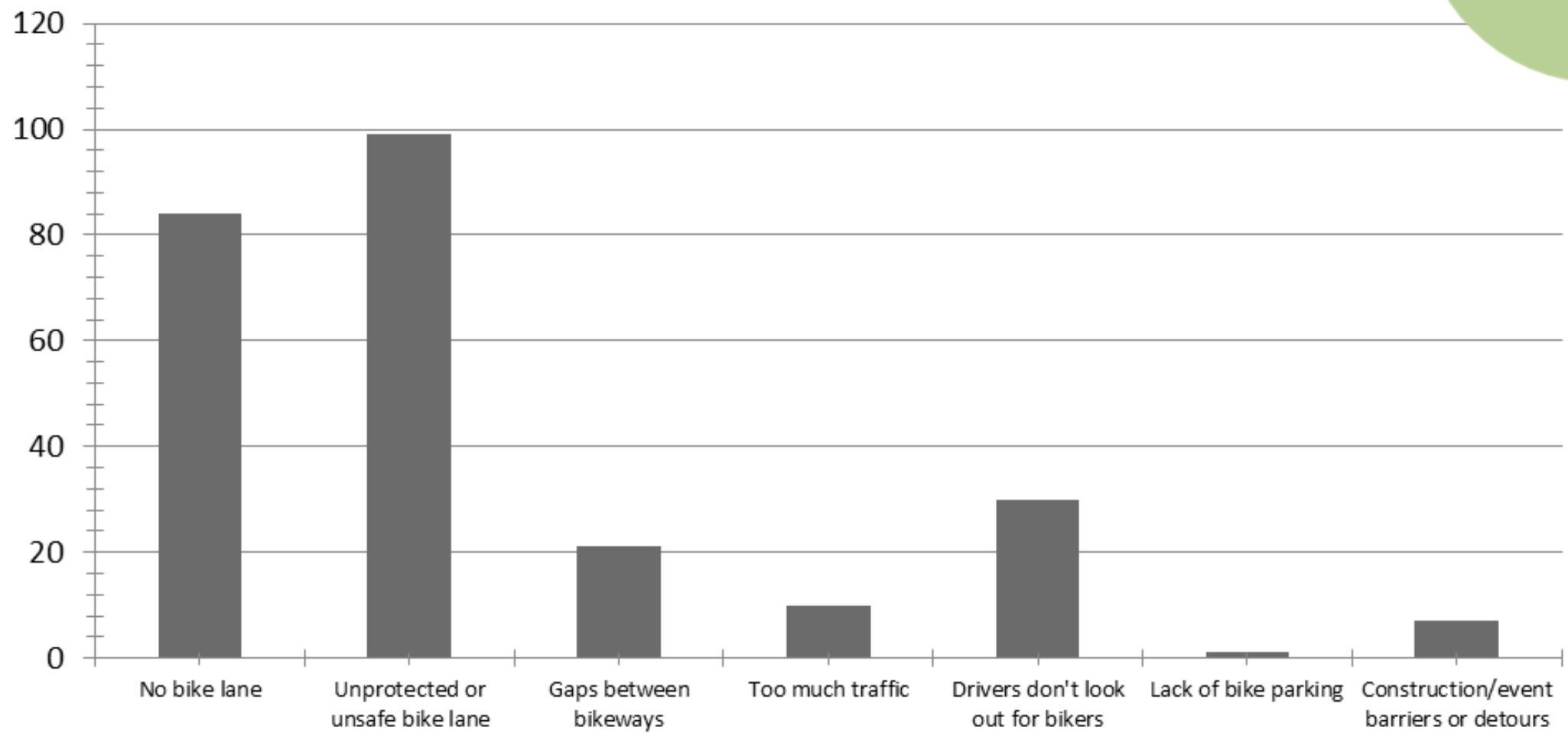


### What challenges do you experience when you walk or use a mobility device at this location?





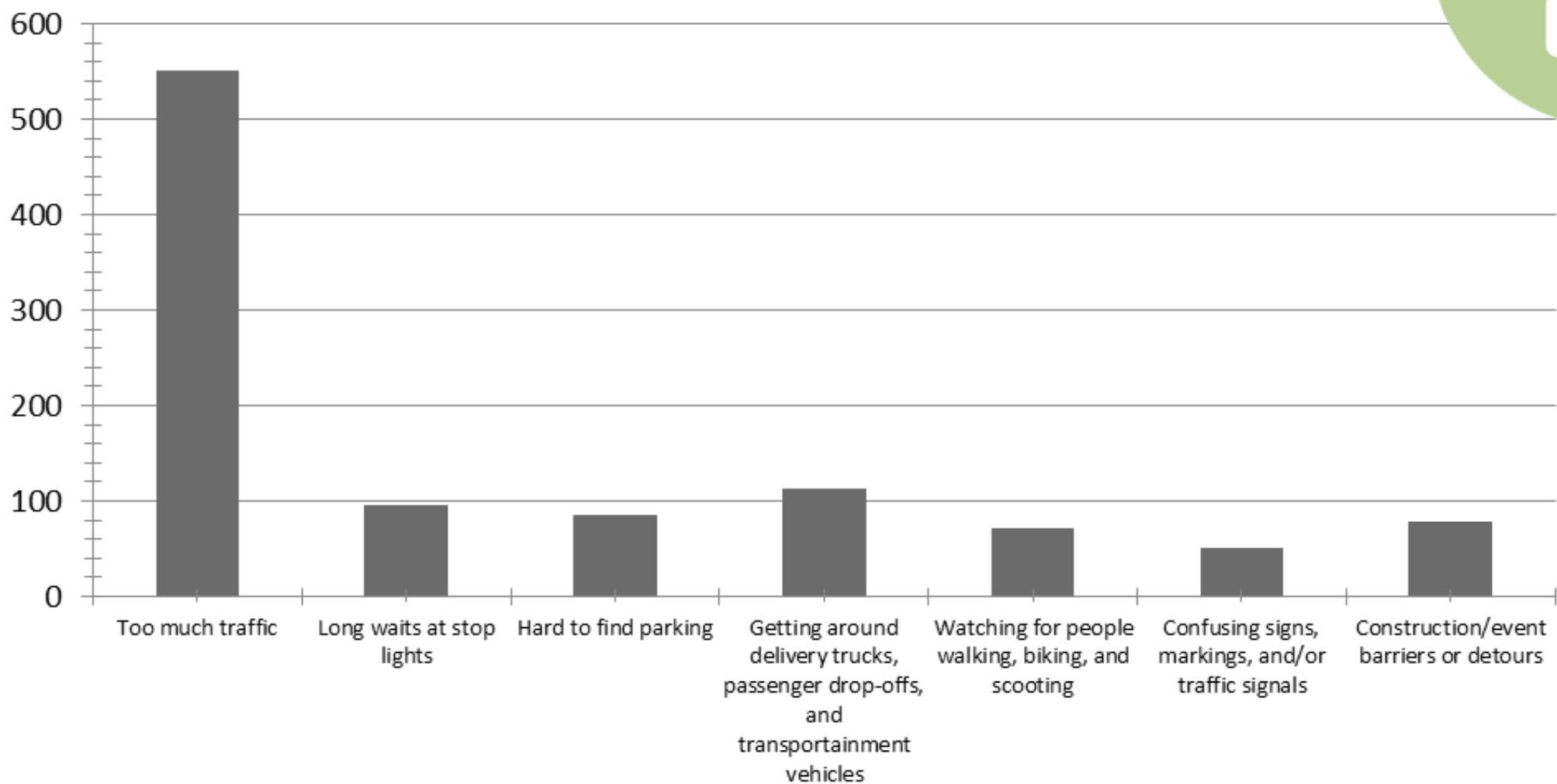
## What challenges do you experience when you bike at this location?



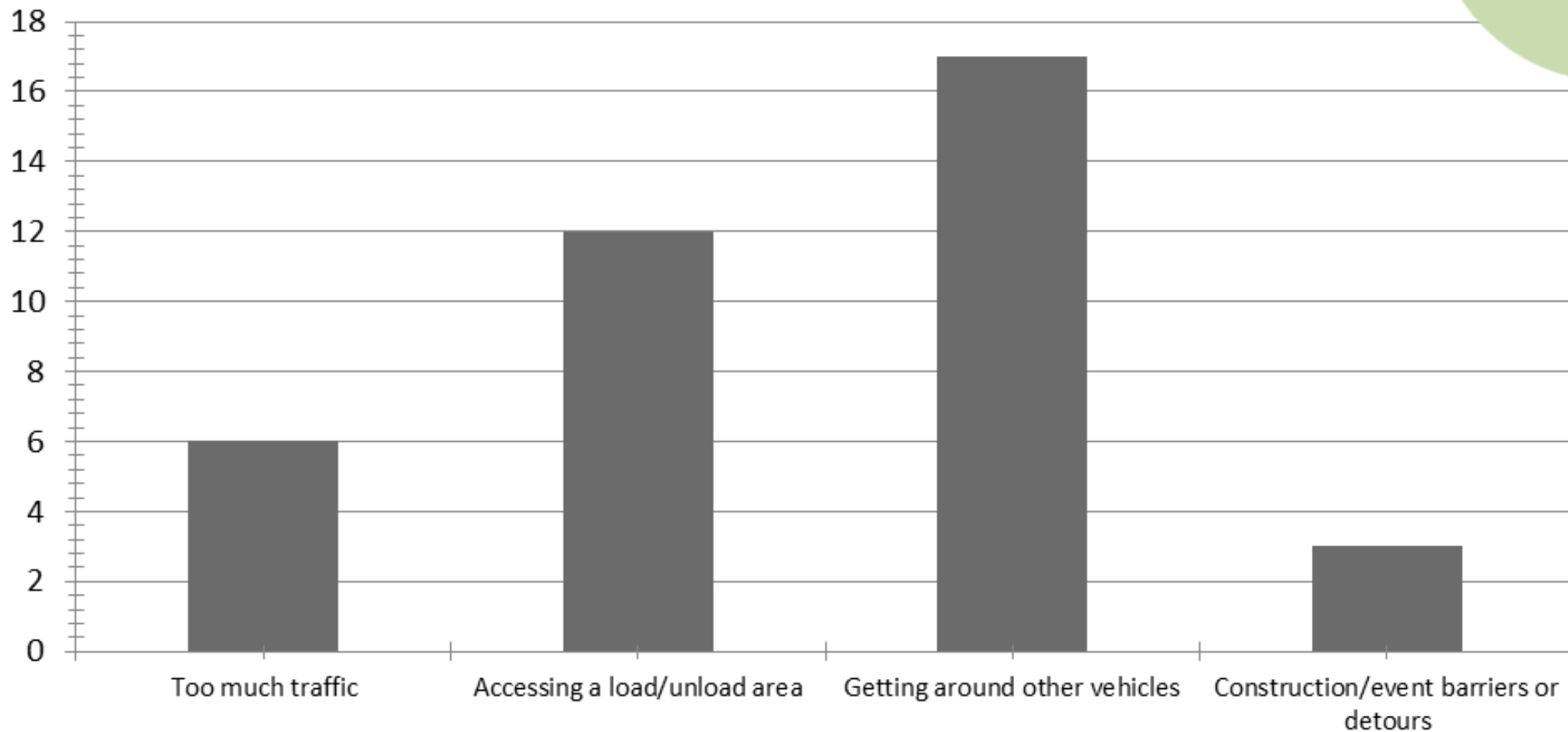




### What challenges do you face when you drive at this location?

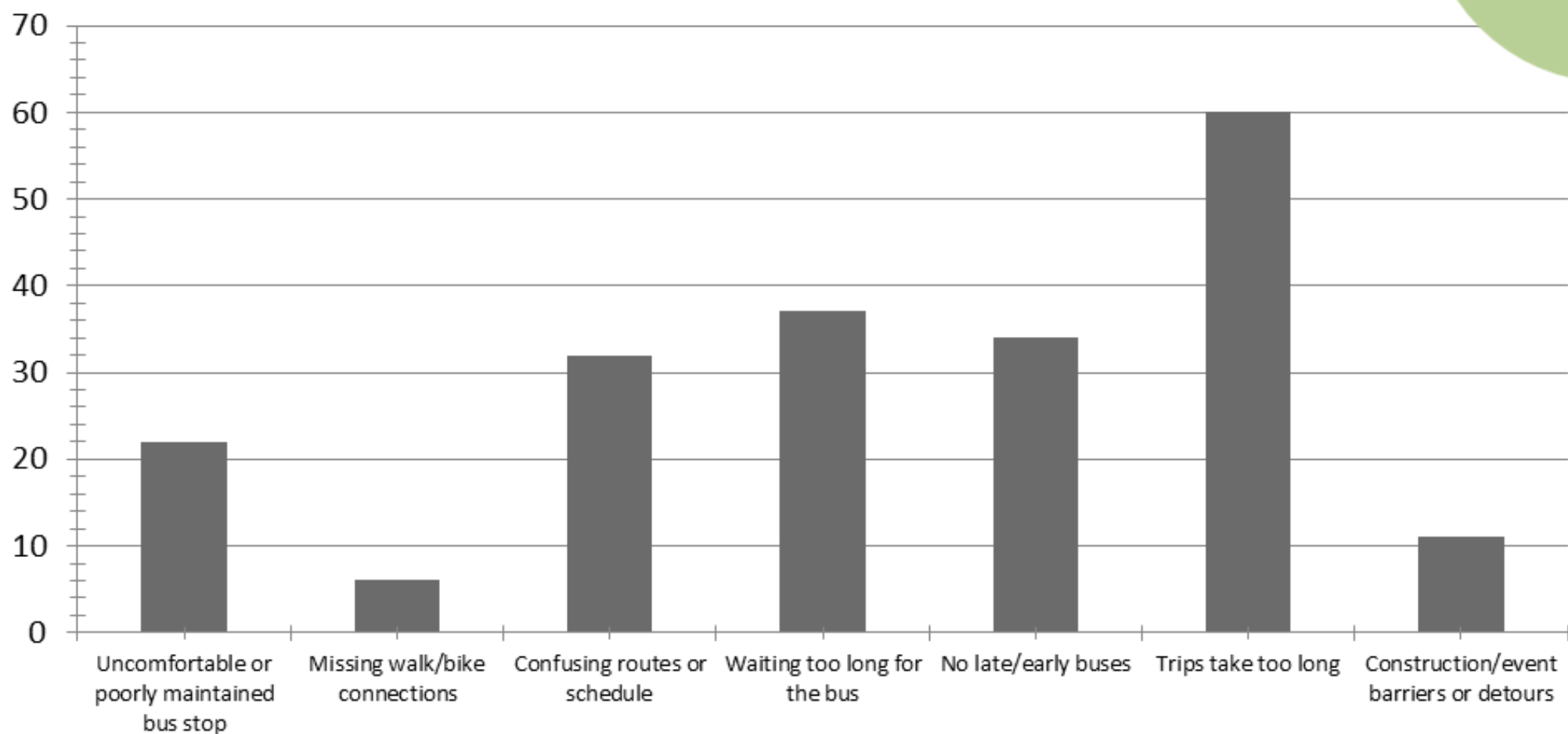


## What challenges do you face when you deliver goods at this location?



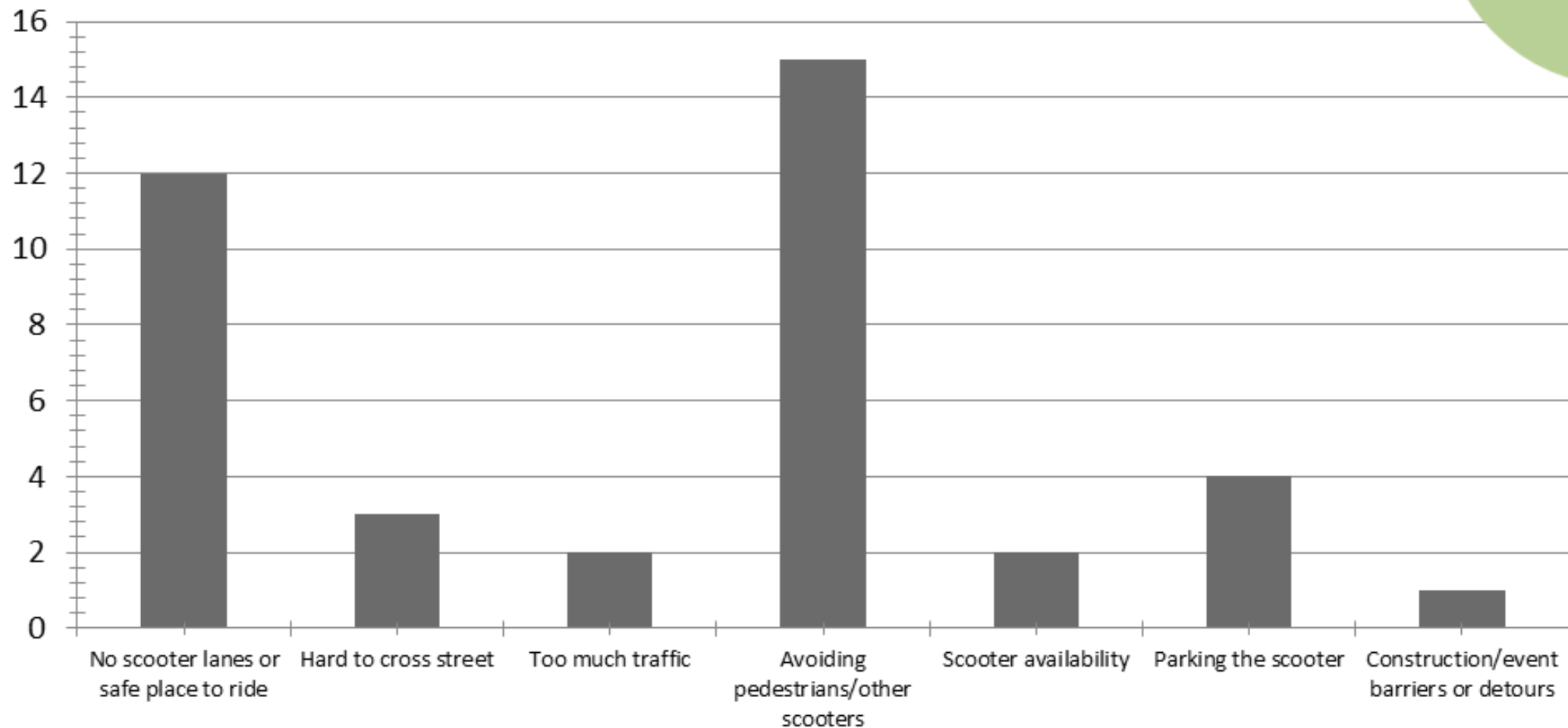


## What challenges do you face when you ride the bus at this location?



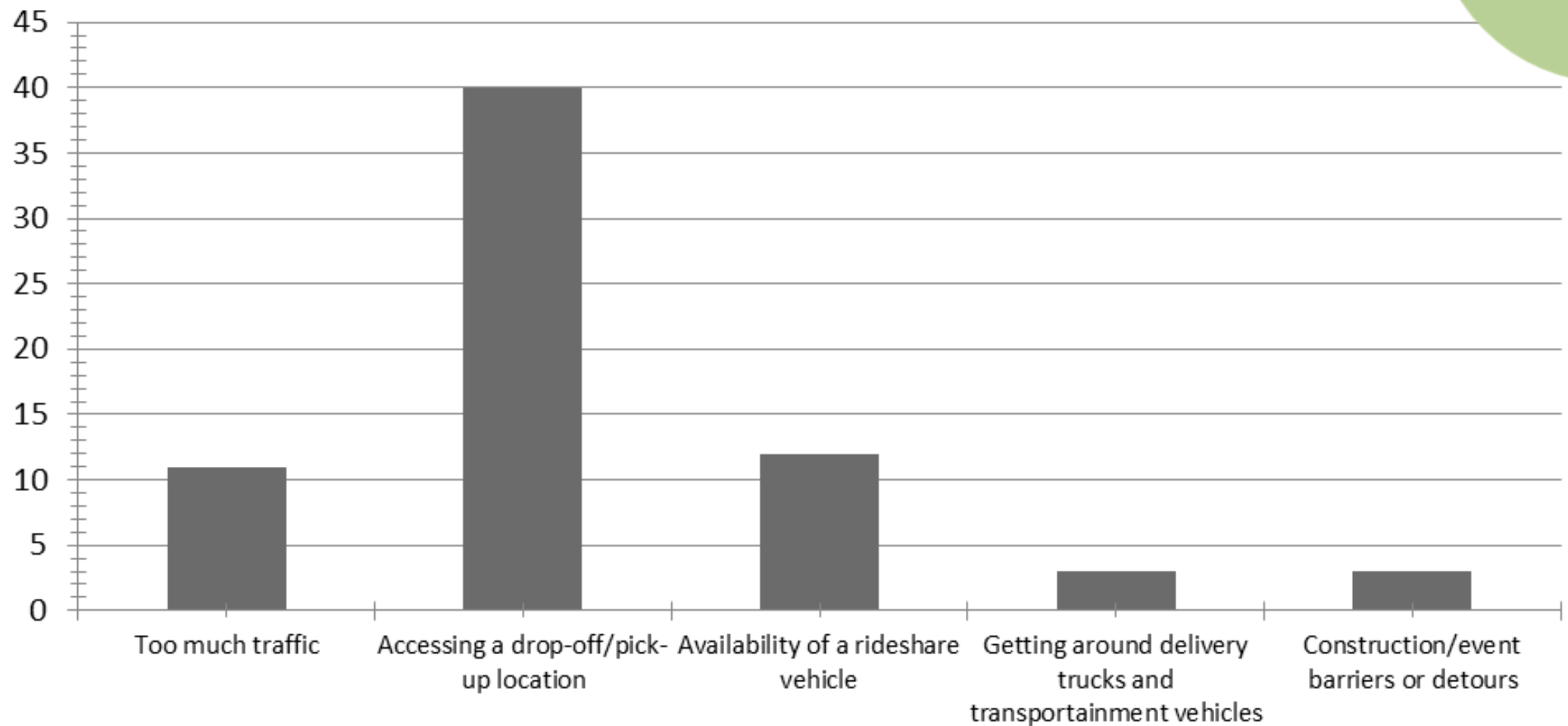


## What challenges do you face when you ride a scooter at this location?





## What challenges do you face when you use ride-hailing services at this location?



**Take a Quick Break**

**5**



# Headline Exercise

# Look to the Future

**Fast forward to May 24, 2023 ...**

What will *The Tennessean* write as its headline about what Connect Downtown achieved in the past year?

**And now jump to May 24, 2028 ...**

What does *The Tennessean's* headline say five years later, after Connect Downtown implementation?



# Write Your Headlines



## THE TENNESSEAN

MEMPHIS, SATURDAY, JULY 21, 2018 • TENNESSEAN.COM

★★★

PART OF THE USA TODAY NETWORK

### Council nixes full electric scooter ban

Memphis City Council has rejected a proposal to ban electric scooters from city streets, but it did approve a plan to regulate their use.

City Council members voted 10-4 to reject a measure that would have banned scooters from city streets. The council also approved a plan to regulate their use, including requiring them to be registered and insured.

The council's decision was a surprise, as many city officials had expected a full ban. The council's decision was based on concerns about the safety of scooters and the impact on businesses.

First news inside

City Council members voted 10-4 to reject a measure that would have banned scooters from city streets. The council also approved a plan to regulate their use, including requiring them to be registered and insured.

City Council members voted 10-4 to reject a measure that would have banned scooters from city streets. The council also approved a plan to regulate their use, including requiring them to be registered and insured.

Leadership of Baptist college at

Gill feeds soul on 'Okie'





# Approach to Prioritizing Goals

# Review of Identified Priorities

**Safety**

**Connectivity**

**Comfort**

**Affordability**

**Equity**

**Accessibility**

**Convenience / Ease of Use**

**Sustainability**

# How We Prioritize and Set Goals

- 1 ACHIEVABLE
- 2 CHALLENGING
- 3 COLLABORATIVE

What outcomes can be defined in Connect Downtown to accomplish the identified goals?





# Next Steps & Closing



# Next Steps

- Summary of information from Stakeholder Task Force and Technical Advisory Committee
- Goal prioritization activity
- Success definitions



# **One Word Close**



# Thank You!

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