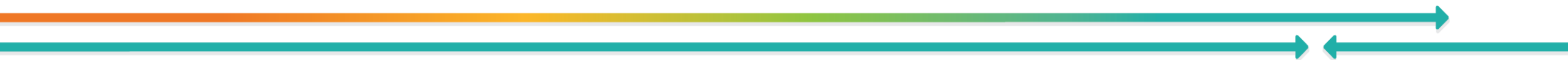




Kickoff Meeting

Stakeholder Task Force & Technical Advisory Committee

March 30, 2022



What We'll Cover Today

- 1 Welcome & Framing
- 2 STF & TAC Introductions
- 3 Project Overview
- 4 Opportunities & Challenges
- 5 Next Steps & Closing





Welcome & Framing

Our Meeting Objectives

- Meet the Connect Downtown project team, Stakeholder Task Force, and Technical Advisory Committee
- Review project purpose and need, key tasks, and schedule
- Share engagement approach and highlights of early work
- Begin to identify opportunities and challenges in the study area



Project Sponsors



NDOT

The logo for the North Carolina Department of Transportation (NDOT) features the letters "NDOT" in a bold, blue, serif font. A thick yellow horizontal bar is positioned below the text.



Connect Downtown Team



Are the project sponsors' roles clear?

***Is there anything else you hope to
cover today?***



STF & TAC Introductions

In 30 Seconds or Less ...

- Name
- Title or role
- Organization or agency
- Number of years in Nashville



Reviewing Your Charge

- Bring an open mind
- Lead with interests
- Help us make connections
- Provide advice and input
- Weigh tradeoffs
- Make recommendations
- Serve as project champions



DRIVE ALONE



WALK OR ROLL



BUS



BICYCLE



CARPOOL

SKATEBOARD
OR SCOOTERTAXI OR
RIDE HAIL

BROOMSTICK

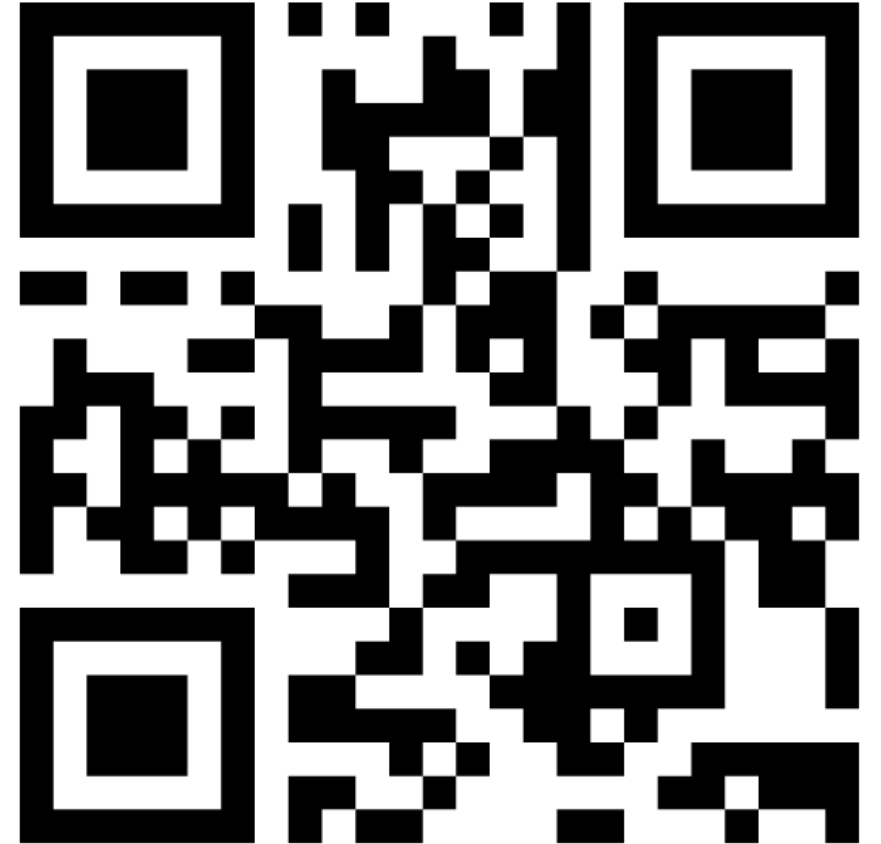


MOTORCYCLE

Using Mentimeter

- Go to www.Menti.com and type in **8197 0264**
- Download the Mentimeter app and type in **8197 0264**
- Use the camera on your phone to scan the code and open Mentimeter
- For each question, choose or type your answer and click “Submit”

<https://www.menti.com/vs78gahi1u>



Are the roles for the Stakeholder Task Force (STF) and Technical Advisory Committee (TAC) clear?

What are your desired outcomes for the project?



Connect Downtown Overview



Planning Context

- Metro Nashville Transportation Plan
- Vision Zero
- WalkNBike Update
- nMotion
- Better Bus
- Envision East Bank
- Restoring 2nd Avenue
- Sustainability Plan
- Downtown Traffic Study

VISION STATEMENT

A multimodal system for all that offers choice and better connects neighborhoods, residents, and businesses to the places that they need and want to go to in a safe manner.

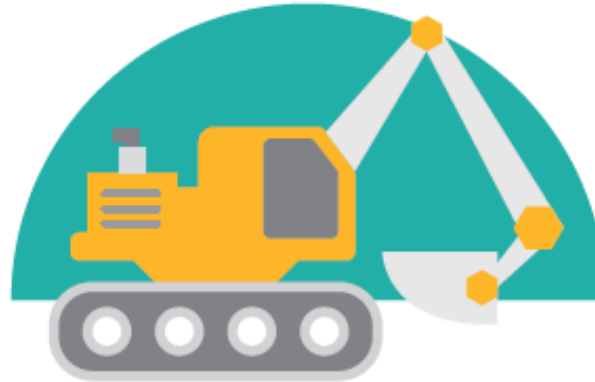
Unprecedented Growth

From 2011 to 2021:



14,000

new downtown residents



1.5M

sq. ft. of office space under construction



5M+

people attended downtown events each year

Geographic Constraints

- Right-of-way is limited
- Topography, water, and interstates are challenging
- Modes and uses are increasing
- Demands on the curb are expanding
- Ownership is complicated



Diverse Interests

- Business owners
- Residents
- Employees
- Visitors
- Event managers
- Sports interests
- Service providers
- Transportation companies
- Agencies



The Study Area

- 10+ neighborhoods
- 6,328 streets (covering 405 miles!)
- 31 WeGo routes
- 13 miles of bike facilities
- 2,000 parking meters
- 94 miles of sidewalk
- 13% walking commute mode share



What's Included



Transportation issues and opportunities in Downtown Nashville today



Goals and evaluation tools to guide decisions about priorities



Projects for people walking and rolling, biking and scooting, taking the bus, and driving and parking



Better connections to businesses, community destinations, schools, homes, and family and friends



Programs and policies to support people traveling downtown



Funding and partnerships recommendations for getting it all done

Connect Downtown Schedule



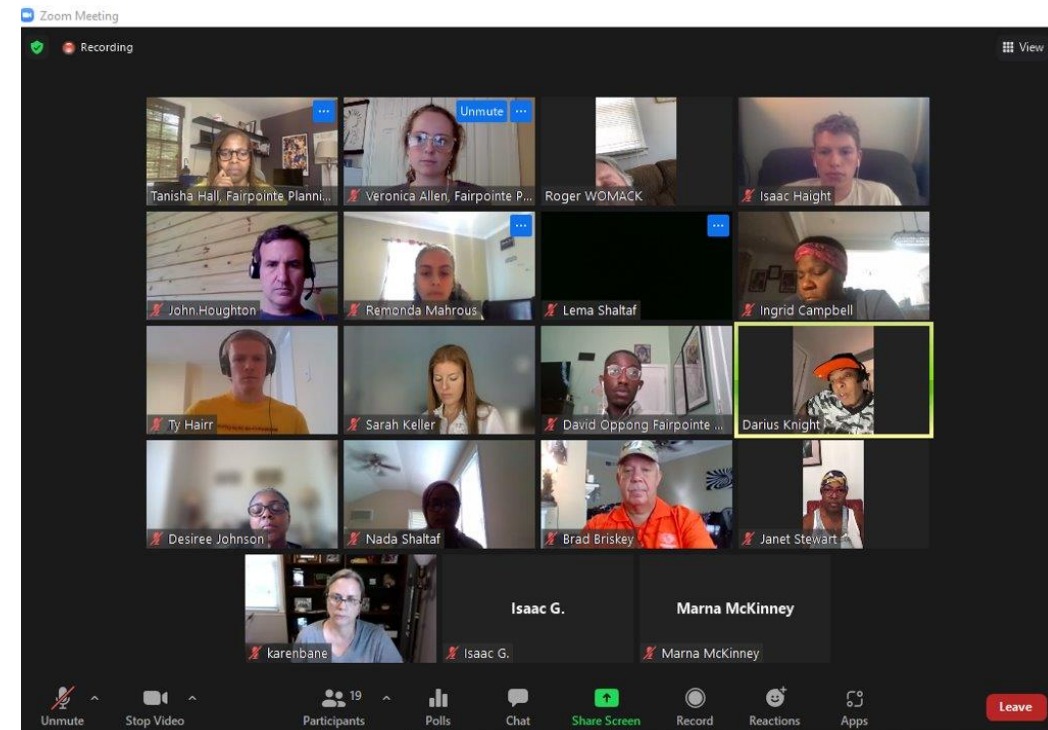
Keys to Successful Outreach

- Community-driven discussions
- In-person outreach
- Multimedia approach
- Clear and consistent messaging
- No sugar coating
- No preconceived outcome



Engagement Goals

- **Inform:** To provide project information to a broad range of stakeholders
- **Involve:** To work with stakeholders and the community to identify challenges and barriers and understand aspirations
- **Collaborate:** To obtain feedback and iterate on project analysis, opportunities, and tradeoffs
- **Confirm:** To build an agreed-upon list of priority strategies



Match the Tools to the Audience



| TOOLS |
|--|
| Stakeholder Interviews |
| Focus Groups |
| Stakeholder Task Force |
| Project Website |
| Pop-Up Events/Project Storefront |
| Workshops/Open Houses |
| Multimodal Tours |
| Public Access TV and Radio Call-in Shows |
| Project Videos |
| Social Media/Media Communications |
| Printed Materials |

|  Thanh Downtown Marketing Firm Owner |  Felix Downtown Resident |  Beth Lower Broadway Business Owner |  Trevor Titans Event Planner |
|--|--|---|--|
| | | ✓ | ✓ |
| ✓ | ✓ | | |
| ✓ | | ✓ | ✓ |
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Phase 1 Outreach Approach

- Website
- Fact sheet
- Information cards
- Social media posts
- Stakeholder interviews
- Focus groups
- Person-on-the street videos
- Online survey and mapping
- Multimodal tours

WE NEED YOUR INPUT!

Learn more and share your input through:



Community Meetings



Pop-Up Events



Online Surveys



Mapping Activities



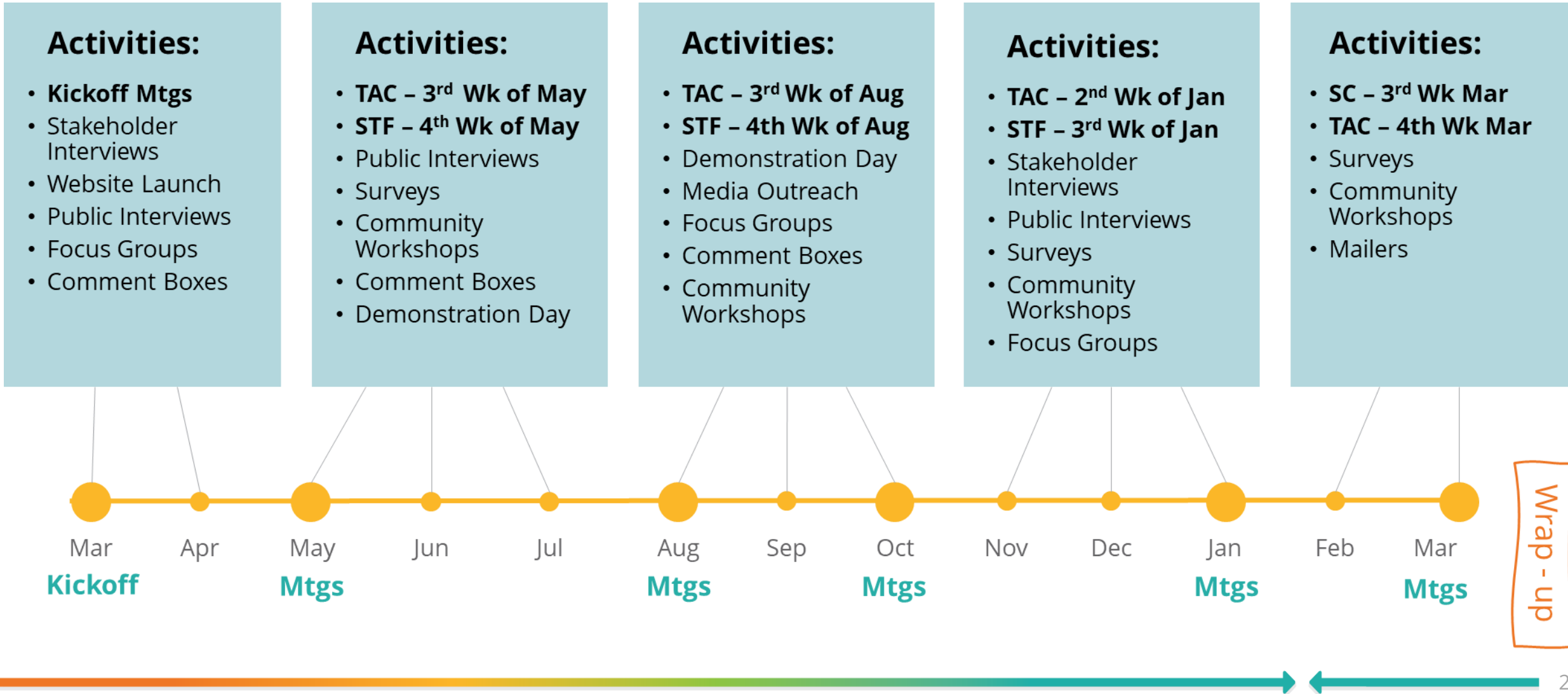
Videos and Tours



Check out the project website to learn more:

www.ConnectDowntown.Nashville.gov

Engagement Timeline



What questions do you have about the project's purpose, tasks, or schedule?

Do you have feedback on our engagement approach?



Opportunities & Challenges

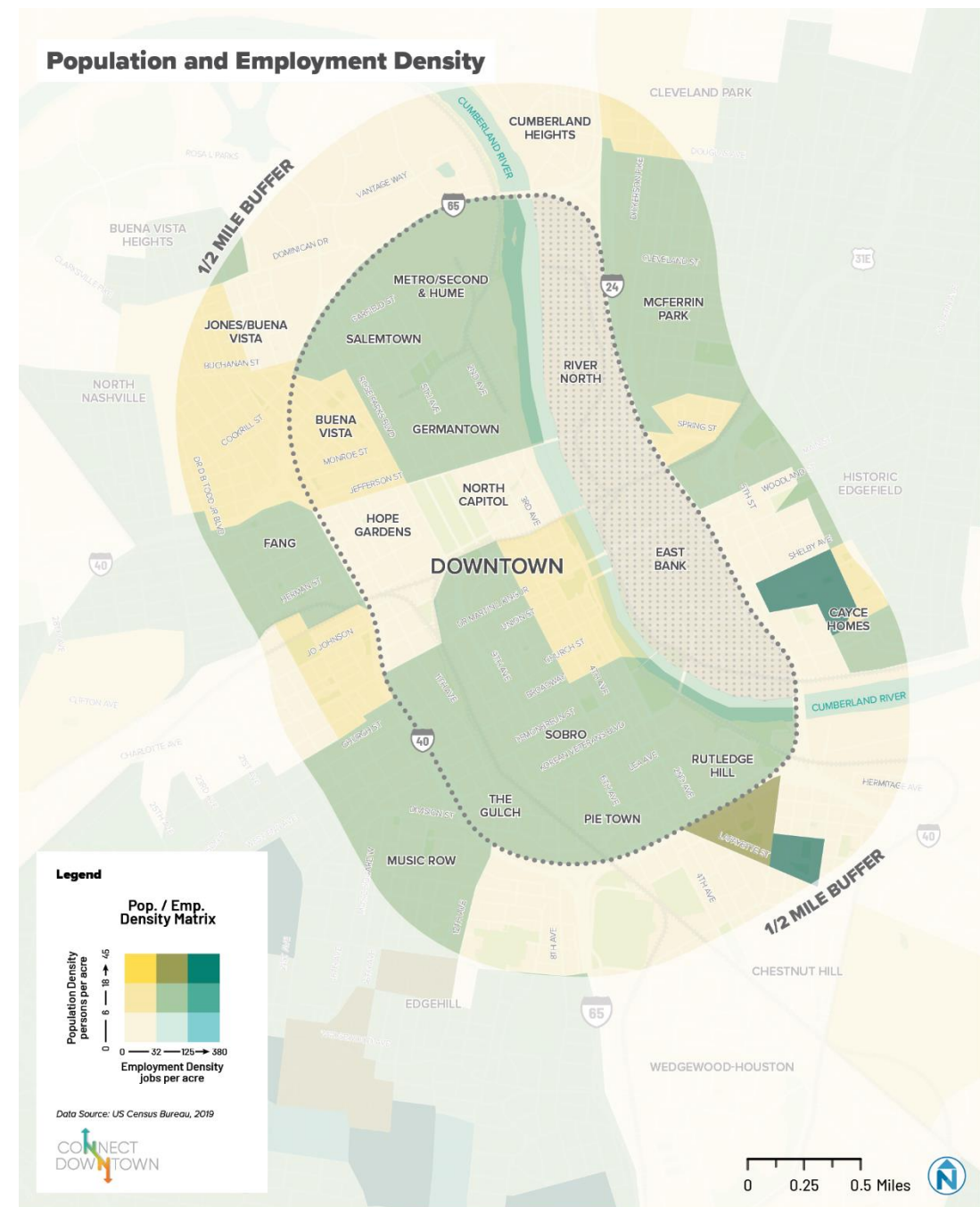
Walking and Rolling

- Downtown lacks a safe and connected bike network



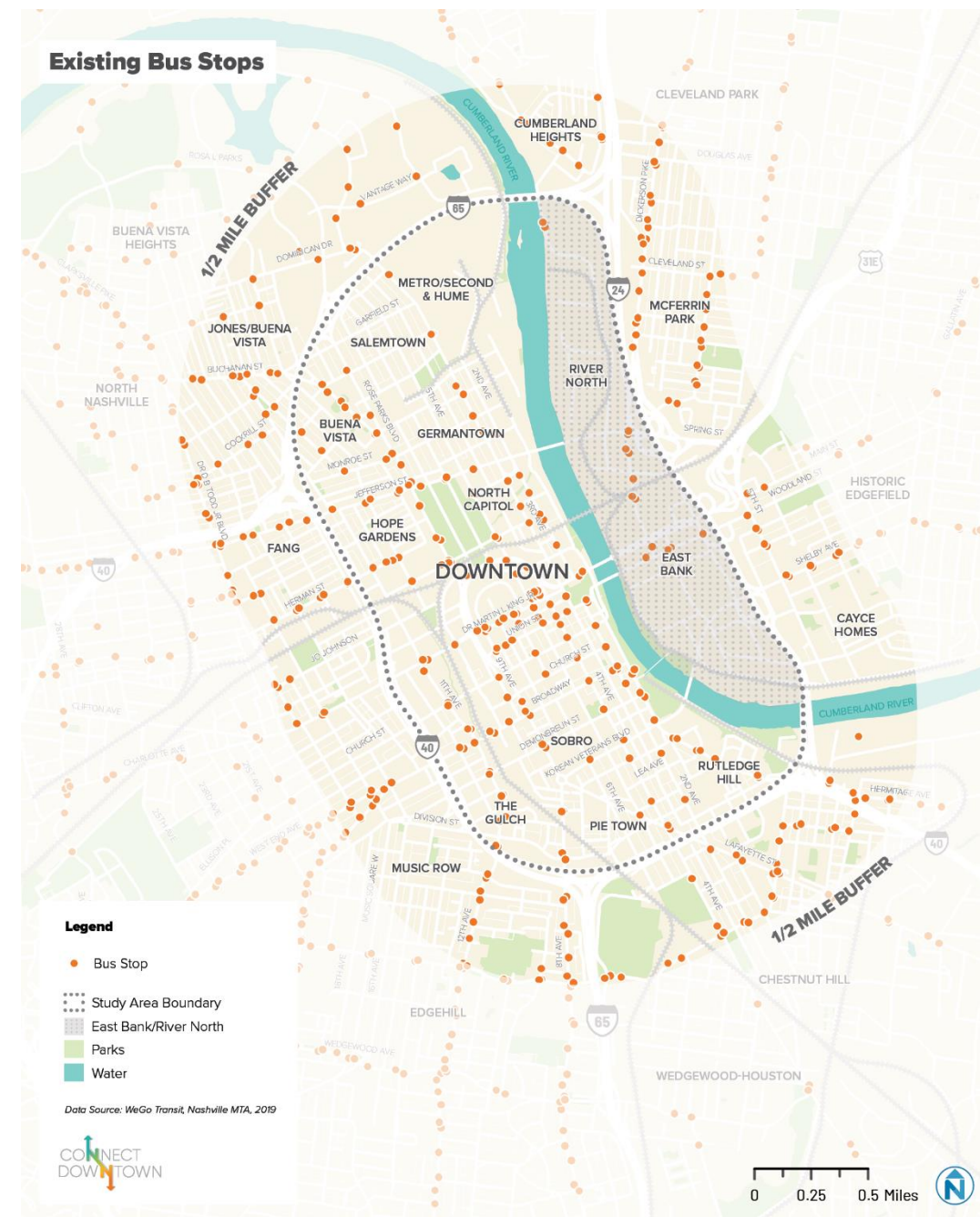
Using Micro- and Shared Mobility

- More people and more services create new demands on our systems



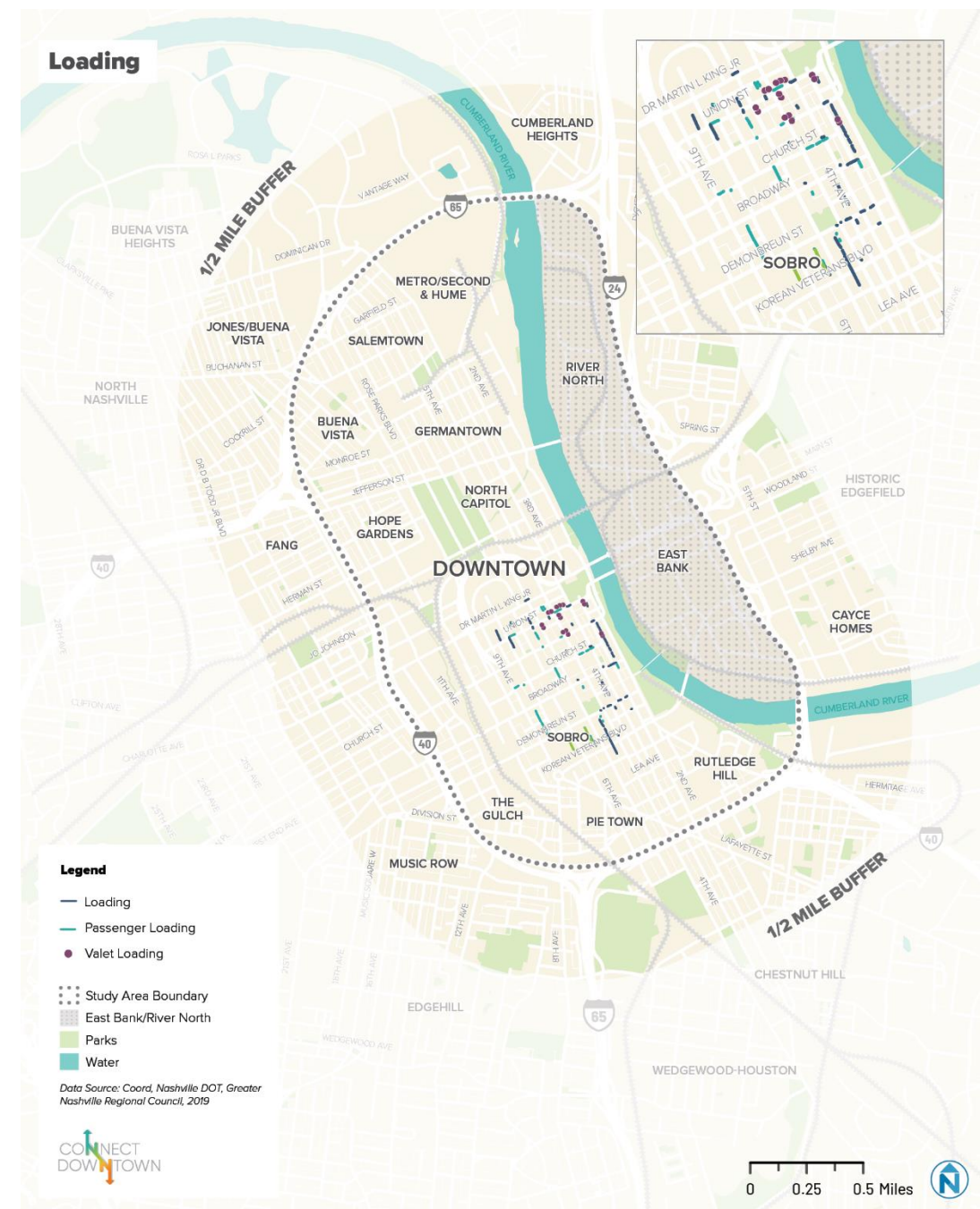
Taking the Bus

- There are 194 bus stops—but only 1 transit center—in the study area



Driving and Parking

- Loading zones are at a premium



Feedback Needed

- **Desired Outcomes:** What do you hope to see at the end of this project? Where will we be in 12 months? How will we know we've succeeded?
- **Key Opportunities:** Where do you see low-hanging fruit? Or a chance to make a real difference for Nashvillians? What's an opportunity we can't miss?
- **Potential Risks:** What are some of the biggest challenges we'll face? Which of these could get in the way of achieving our outcomes? How can we overcome them?

How do these initial findings match your experiences?

Where do you see the biggest challenges and opportunities for Downtown mobility?



Next Steps & Closing

Where We're Going

- Continue existing conditions analysis and stakeholder interviews
- Launch focus groups and Phase 1 public outreach
- Begin best practices research
- Work with STF and TAC to set project goals and objectives
- Develop “State of Downtown Mobility” report



What additional information do you need as this project moves forward?

What outstanding questions do you have about today's discussion?



Thank you!

Marty Sewell, NDOT

Marty.Sewell@nashville.gov