

MASSACHUSETTS BICYCLE TRANSPORTATION PLAN



MABPAB Public Outreach Update
January 18, 2017

Agenda

- Activity
- Draft outreach approach:
 - Goals
 - Audiences
 - Strategies

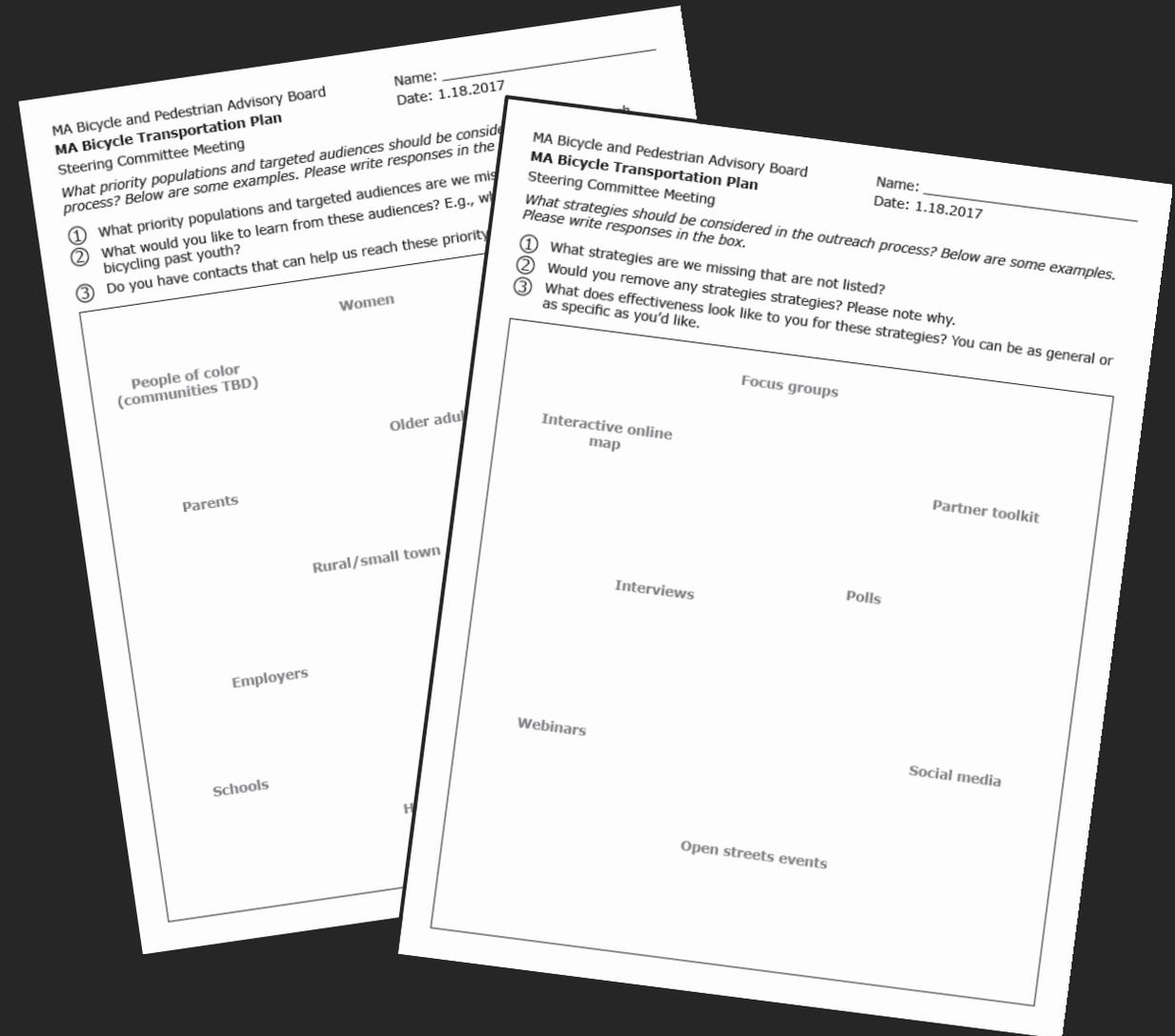


Objectives

- Get your input
- Identify audiences, contacts
- Refine strategies

Instructions

- Follow questions on the sheet
- Provide responses in the box



Massachusetts' integrated and multi-modal transportation system will **provide a safe and well-connected bicycle network** that will increase access for both transportation and recreational purposes. The Plan will advance bicycling statewide as a viable travel option—particularly for short trips of three miles or less—to the **broadest base of users and free of geographic inequalities.**



Core plan goals

- Focus on changing needs since last update
- Identify investments, programs, and policies necessary to bring cycling to the **broadest potential set of users**



Draft outreach goals

- Influence plan outcomes and MassDOT decision making
- Engage audiences with creative and diverse strategies that yield results
- Target priority populations and specific audiences
- Sustain a conversation throughout the project lifespan

Who we want to reach

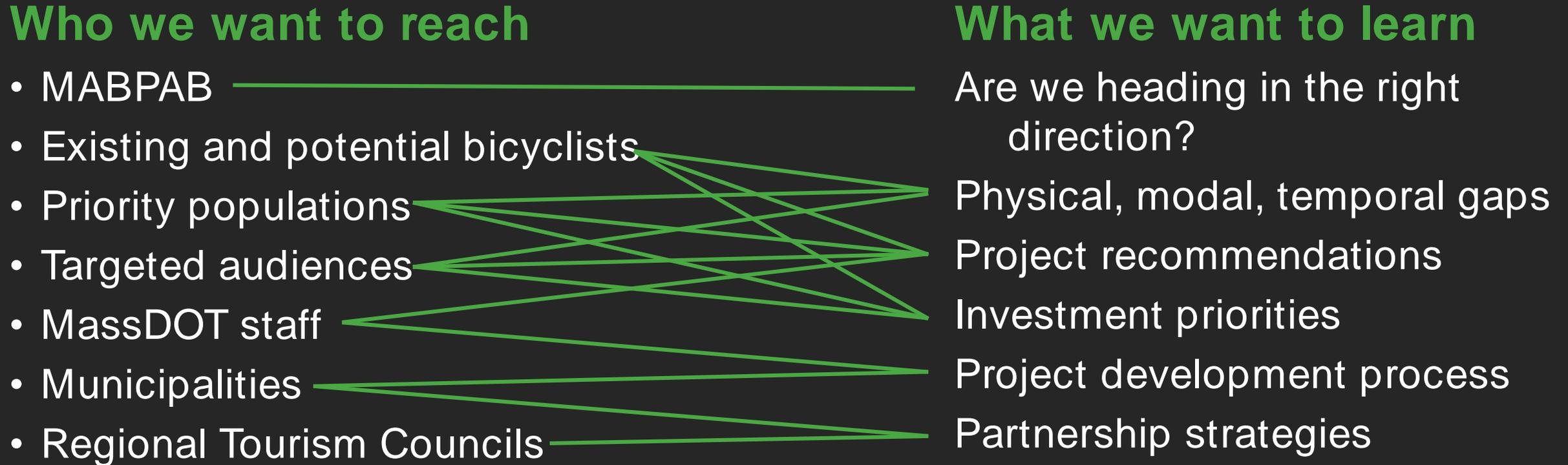
- MABPAB
- Existing and potential bicyclists
- Priority populations
- Targeted audiences
- MassDOT staff
- Municipalities
- Regional Tourism Councils

Who we want to reach

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What we want to learn

- Are we heading in the right direction?
- Physical, modal, temporal gaps
- Project recommendations
- Investment priorities
- Project development process
- Partnership strategies



Draft outreach audiences

Who we want to reach

- MABPAB
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Draft outreach approach

Traditional approach

- Outreach checks a box

Bike Plan draft approach

- Outreach influences decisions

Draft outreach approach

Traditional approach

- Outreach checks a box
- **Use standard public meetings**

Bike Plan draft approach

- Outreach influences decisions
- **Use creative and diverse strategies**

Traditional approach

- Outreach checks a box
- Use standard public meetings
- **Target general public**

Bike Plan draft approach

- Outreach influences decisions
- Use creative and diverse strategies
- **Target specific audiences**

Traditional approach

- Outreach checks a box
- Use standard public meetings
- Target general public
- **Interact at project milestones**

Bike Plan draft approach

- Outreach influences decisions
- Use creative and diverse strategies
- Target specific audiences
- **Interact throughout the project**

Draft outreach strategies

- Interactive online map
- Focus groups
- Partner toolkit
- Surveys
- Staff interviews
- Open streets events
- Social media
- Webinar



Draft strategies

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- Focus groups
- Partner toolkit
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Plan topics

- Physical, modal, and temporal gaps
- Priority corridors
- Funding, maintenance
- Project dev. process

Draft strategies

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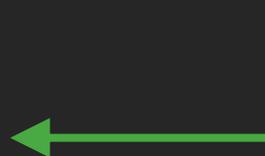
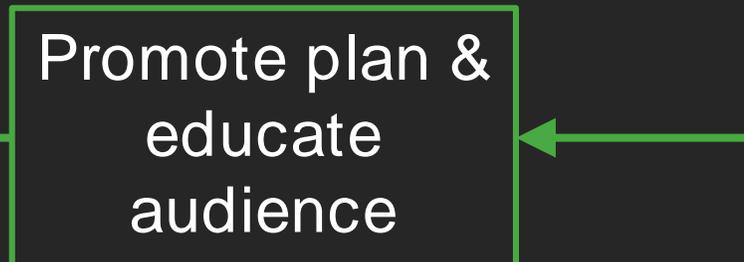
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Plan topics

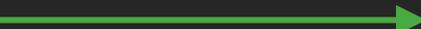
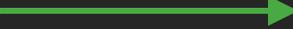
- Physical, modal, and temporal gaps
- Priority corridors
- Funding, maintenance
- Project dev. process

- Emerging trends
- “Making the case”
- Fact sheets



Pair strategies with reporting mechanisms to evaluate outreach

Example learning objectives

- Did we get useful information? 
- Did we reach our audiences? 
- Did we select events strategically? 

Example reporting

- Outreach results = plan inputs
- Demographic diversity
- Geographic diversity

River Roll & Stroll, Sunday, May 7

massDOT

slide 18

Open streets event details

- Route 116 bridge, rain or shine
- Walking, bicycling, activities
- Approved by MassDOT, Holyoke, South Hadley
- Organized by MassBike



RIVER ROLL & STROLL STREET FESTIVAL

ON THE ROUTE 116 BRIDGE BETWEEN HOLYOKE and SOUTH HADLEY!

Come and celebrate the river that runs between Holyoke and South Hadley, and the bridge which brings the two communities together. With an unparalleled view of the Connecticut River and dam, everyone is invited to join together in celebration of a vehicle-free, care-free Sunday on the bridge.

SUNDAY · MAY 7, 2017 · 11:00am to 3:00pm

On the Bridge... Music, Art, Activities, Food and Fun for All Ages!



- The Vietnam Veterans Memorial Bridge (Route 116) will be closed to vehicle traffic from 11am to 3pm.

Rain or Shine · Free Admission

Holyoke + South Hadley

www.facebook.com/bikewalksouthhadley | holyoke contact
Baystate Bike Week May 1-7, 2017: www.baystatebikeweek.org



This Open Streets event is sponsored by the the City of Holyoke, the Town of South Hadley and the South Hadley Bike/Walk Group, with support from the Massachusetts Department of Transportation and MassBike.

Route 202

**South
Hadley**

Route 116

Holyoke

