

Brockport Bridge the Closure 2022-2023

Subcommittee: Active Transportation/Recreation

Goals/Expectations:

To create/develop user friendly detours for both bike, pedestrian and other non-vehicular traffic into and through the Village of Brockport that will include the downtown business district.

In creating these walking and biking detours care, information and guidance will be given to safe and interesting routes.

Address concerns/feedback of pedestrians and other non-vehicular traffic in a timely fashion.

Tasks:

Read minutes and other documents @ <https://www.brockportny.org/government/bridging-the-closure-comittee>

Familiarize yourself with Brockport's Active Transportation Plan
(https://www.dropbox.com/sh/dtbiabw4gjt9odv/AAC1sT2lGSmP9Kz4kU3zSCx_a?dl=0)

Refer to DOT maps, website of bridge repairs: https://www.dot.ny.gov/doing-business/opportunities/const-contract-docs?p_d_id=D264615

Note: There may be overlap and collaboration between the subcommittees. The four subcommittees for the bridge closure committee are: Active Transportation/Recreation, Marketing, Vehicular Traffic/Signage/Communication and Special Events/Fund Raising.

-walking/biking detours and maps

-Signage to point out places on both north and south sides of canal (QR Code on sign)

-work with Special Events/Recreation subcommittee to plan an event to kick off the alternate routes (e.g. parade along the route) and other route events throughout the closure (ie: scavenger hunt , etc.).

Talk to cyclists in the community (e.g. Benton Hart, Gloria, Kathy, Margay, Bob and other committee and community members) for recommendations on detour routes and their markings

College intern majors or areas of interest for this subcommittee

Suggested volunteers for this subcommittee

Additional resource personnel

Brockport Bridge the Closure 2022-2023

Subcommittee: Marketing (social media, graphic design, maps, flyers, etc. and branding)

Goals/Expectations:

To create and maintain up-to-date information regarding the status of the bridge repair project using both electronic and hard copy methods of communication.

Update social media/web presence on a regular basis.

Creation of other communication tools such as flyers to provide walking/biking routes and parking areas through village, social media blitz to assist with confusion in early stages of closure.

Branding the project (see Fairport "Fairport Rising")

To create interest in the Bridge Repair Project.

Tasks:

Read minutes and other documents @ <https://www.brockportny.org/government/bridging-the-closure-comittee>

Read Fairport's webpage on their bridge reconstruction:
https://www.village.fairport.ny.us/quick_links/liftbridge_reconstruction_project.php

Refer to DOT maps, website of bridge repairs: https://www.dot.ny.gov/doing-business/opportunities/const-contract-docs?p_d_id=D264615

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(NOTE: The responsibilities for this sub-committee are huge...it might be wise to create within the sub-committee small groups each with a specific task or method of communication.)

Possible sub-groups:

Graphic design: Hard copies of flyers, posters, maps, etc. This group will most likely need to create a budget or forecast of expenses to be incurred using this method of communication. (e.g., Downtown sign with map of businesses, etc.)

Social media: Creation of communications using website, Facebook, Instagram, twitter, QR code (for updates on events, bridge work, etc.), web links and other possible media. Work with Village government on for webpage design, facebook postings. Village will provide contact person to collaborate with this group.

(Marketing Subcommittee continued)

Engaging the public: e.g. webcam on the bridge with feed to Village website/Facebook; BCSD classes meeting with bridge engineer; periodic “coffee with the bridge inspector”. All to make the point that the closure and repair is an opportunity, not an obstacle.

College intern majors or areas of interest for this subcommittee

Marketing, Social Sciences, Communication, Computer Science

Suggested volunteers for this subcommittee

Additional resource personnel

Brockport Bridge the Closure 2022-2023

Subcommittee: Vehicular Traffic, Signage, Communication

Goals/Expectations:

Ensure that the Brockport community and its visitors have access to timely and appropriate information related to vehicular traffic patterns.

Monitor DOT signage and create village and outlying area signage making sure that it is sufficient to guide vehicles to and through village. These signs will provide information and direction regarding vehicular detours and businesses in downtown area.

Monitor traffic flows, identify areas of concern and communication gaps.

Create user friendly detours for visitors and residents based on traffic data.

Respond to concerns/feedback/suggestions regarding usage of detours, signs, communications.

Tasks:

Read minutes and other documents @ <https://www.brockportny.org/government/bridging-the-closure-comittee>

Refer to DOT maps, website of bridge repairs: https://www.dot.ny.gov/doing-business/opportunities/const-contract-docs?p_d_id=D264615

Note: There may be overlap and collaboration between the subcommittees. The four subcommittees for the bridge closure committee are: Active Transportation/Recreation, Marketing, Vehicular Traffic/Signage/Communication and Special Events/Fund Raising.

Conduct a vehicular traffic study of Smith St. and Park Ave. bridges (monitor traffic patterns, trend study, collection of data). Genesee Active Transportation has cameras that can be used to collect data. Collection of data should occur before closure and during closure of the bridge. Possible hypothesis: Does Smith St. bridge need a stoplight during closure?

Conduct similar traffic study of the following intersections: Market and Park, State and Park, Sweden Walker and Canal Road, Redman and West Canal, Redman and New Campus Drive. Identify any other problem intersections.

Share/use conclusions from above studies with:

store owners in business district to share with their delivery people.
to create effective and safe detours both into the business district and around the village.

Create and/or secure center line on Park Ave. bridge.

Investigate and create solutions to parking problem areas.

(Vehicular Traffic, Signage, Communication subcommittee continued)

College intern majors or areas of interest for this subcommittee:

Marketing, Social Sciences, Communication, Computer Science

Suggested volunteers for this subcommittee: Larry Vaughn

Additional resource personnel:

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Subcommittee: Special Events/Fund Raising

Goals/Expectations:

Plan and host monthly events that take place within the Village, create a positive atmosphere and promote the Brockport community during the bridge closure. These activities will target certain groups depending on the activity and goal.

To raise/secure funds necessary for costs incurred around events, communication, educational material and other needs regarding the bridge closure components.

Tasks:

Read minutes and other documents @ <https://www.brockportny.org/government/bridging-the-closure-comittee>

Refer to DOT maps, website of bridge repairs: https://www.dot.ny.gov/doing-business/opportunities/const-contract-docs?p_d_id=D264615

Note: There may be overlap and collaboration between the subcommittees. The four subcommittees for the bridge closure committee are: Active Transportation/Recreation, Marketing, Vehicular Traffic/Signage/Communication and Special Events/Fund Raising.

Suggested fund-raising ideas:

Funding to create flyers/materials needed for short term objectives in other committees

Donor Circle-supporters at different \$\$ levels, advertise the donors, celebration of donors at end of closure

Seek financial and volunteer assistance from local service clubs such as Boy and Girl Scouts, Rotary, Lions, Kiwanis, churches, Mom's Club, etc..

Suggested Events (could also be promoted as fund raisers)

Big event at closure and opening (examples: Bridge raising celebration, event to promote infrastructure improvements that make Brockport better, ribbon cutting and parade across bridge)

Monthly activities/tasks/events: Brockport museums open house day, farm to table (fundraiser to support marketing of events) on Main Street by the bridge at closure, etc.

Piggyback off of events already scheduled in Brockport such as the Arts Festival, July sidewalk sale, Midnight Madness, Spring opening of the canal, etc. Connect with stakeholders of current events...partner with them.

(Special Events/Fund Raising Subcommittee continued)

Set up and update as events are planned a basic calendar outlining these events for each month throughout duration of closure and advertise. Marketing subcommittee collaboration.

“coffee” with the DOT contractor, bridge inspector

School district educational programs centered around the bridges

Stakeholder’s meeting-networking with all the different parties involved

Scouting participation

College intern majors or areas of interest for this subcommittee

Suggested volunteers for this subcommittee: Kari Pardun, Andrea Perry

Additional resource personnel: _Sue Savard