



# Town of Middlebury

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Vermont Senate and House Transportation Committees

Public Hearing · January 18, 2018

# Representing the Middlebury Community

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- Brian Carpenter, Chair, Middlebury Selectboard
- Jim Gish, Middlebury Community Liaison



# Our Community's Goals

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- **Safety** — Our people, our historic buildings, our environment
- **Access** — Traffic flow, parking, walking
- **Impact** — Residents, cultural & religious organizations, business community
- **Credibility** — Project schedule, project plans
- **Communication** — Timely and accurate

# Partnering with Local Organizations To Support the Downtown Community

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- The Better Middlebury Partnership
- The Addison County Chamber of Commerce
- Middlebury College
- Neighbors Together community action group
- Town Hall Theater
- Middlebury Emergency Responders
- Addison County Regional Planning Commission

# 2017 Public Outreach by the Numbers

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- **15** Public Meetings
- **70** Meetings with Downtown Stakeholders
- **85** Meetings with the VTrans Project Team
- **64** Community Liaison blog entries at [www.middleburybridges.org](http://www.middleburybridges.org)
- **250** Responses to Temporary Bridges Community Survey



# Fall 2017 Community Survey

## Temporary Bridges Construction Project

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- **80%** were downtown either daily or 2-3 times a week.
- **65%** are “very satisfied; it was a complex project that was managed well.”
- **25%** are “somewhat satisfied; on the whole it went pretty well.”
- **50%** are “more confident about the project” following this summer’s construction.
- **94%** consider the timeliness and accuracy of the project information they received either excellent or good.

# Middlebury Voices

## The Community Speaks Out

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- "It is a necessary inconvenience for the greater good, and we will, as a community, get through it with grace and tact."
- "We love and support our downtown. Negativity and 'woe is me' doesn't help the shopping experience. Neighbors Together has been great. We can learn a lesson from their can-do attitude."
- "My wife and I made a conscious effort to shop and eat downtown during the project. I hope community support will continue throughout this odyssey."

# Investing in Downtown Community Support

## The 2018 Plan

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- **The Return of the Downtown Block Party** — April & August evening events. First 250 people attending receive a \$10 Middlebury Money gift certificate.
- **Shop Local Campaign** — Local loyalty cards. Invest in social media (e.g., sponsored ads on Instagram) as well as traditional radio and print to reach the broader community.
- **Middlebury Marketing Campaign** — Ongoing marketing campaign to promote individual merchants and organizations on a revolving basis throughout the year, to locals and visitors.



# Final Thoughts

## The View from the Middlebury Selectboard

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- **Confident** — In our partnership with the State, our due diligence with this project, the quality of the VTrans team leading this project.
- **Committed** — To investing in revitalizing our central downtown and supporting our downtown residents, our cultural and religious organizations, and our business community.
- **Concerned** — About the safety of the downtown rail line and the impact of another one-year delay on the downtown master plan and our ability to invest in growth.