

DISTRICT 1 – EVOLVING COMMUNITY ENGAGEMENT

*Targeted Public Involvement Efforts
for the*

Bayfront Parkway Central Corridor Improvement Project

WHY ENGAGEMENT MATTERS



Designing public projects requires communication and collaboration with the communities we serve.



Bringing community members to the table is an important part of the planning process. It means not just making the information available, but providing it at a time, place, and way that folks can obtain and understand it.



While there is no one-size-fits-all answer to public involvement and community engagement, recent changes in the process have shown increase effectiveness in these areas.



In recent years, PennDOT District 1 has paired traditional public meetings with online options for the public to view design information. It started with the Bayfront Parkway Project in 2018, and through that project these efforts have continued to grow.



IMPACTFUL PROJECT

The Bayfront Parkway (Route 4024) is located along the waterfront between the City of Erie downtown and Lake Erie.

A need to greater connectivity for pedestrians, cyclists, and motorists was identified through a city-sponsored study and improving the roadway was listed as the Erie MPOs top priority for the county.

The public involvement during the design process has been ongoing and evolving as the project itself has taken shape over the past three years.



KEY COMMUNICATION ISSUES

Complex project

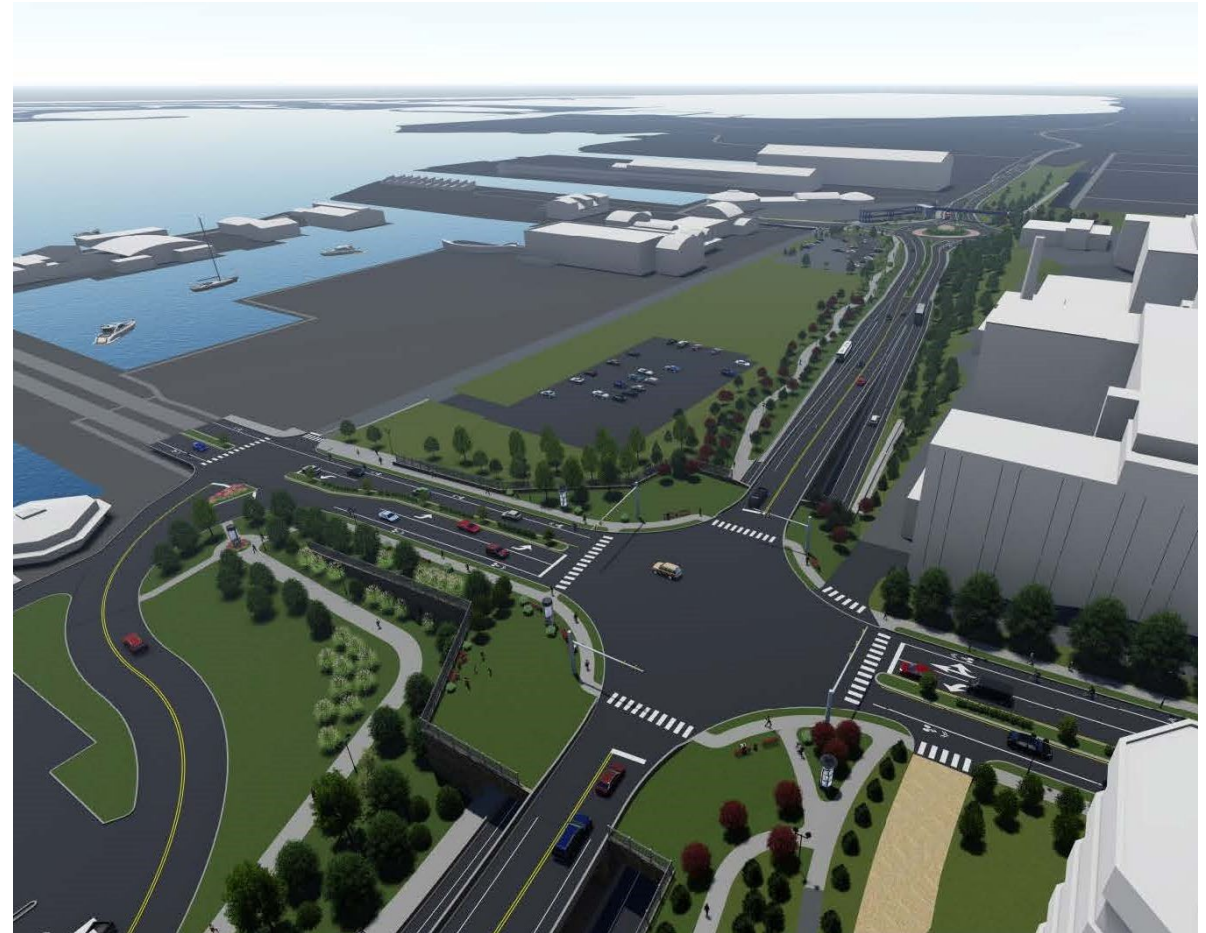
Urban setting

Neighborhoods at both ends

Language barriers

Technology usage disparities

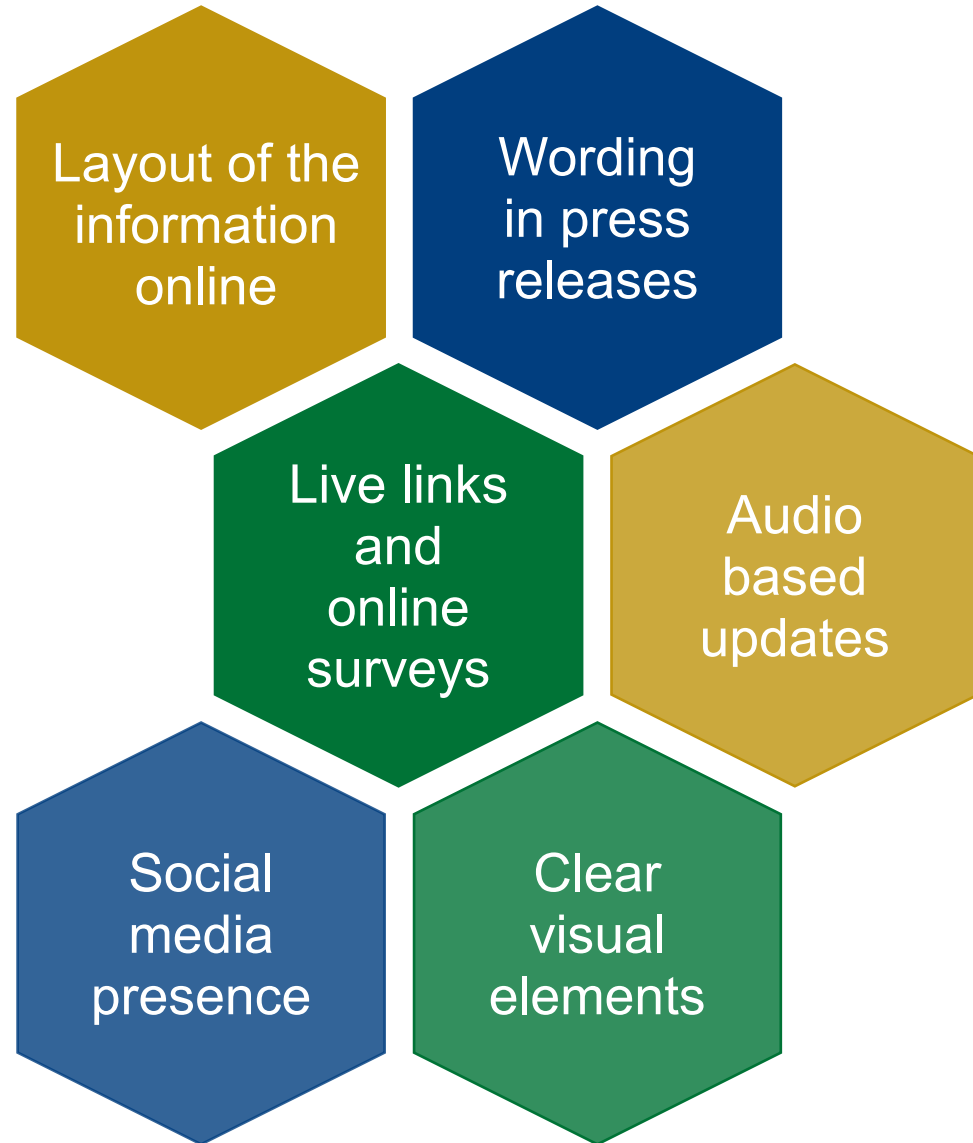
Misinformation



IDENTIFYING NEEDS

Throughout the changing project, the design and communication teams looked for the right combination of efforts to engage and educate the community in order to gather feedback to help refine the project details and meet the needs of the residents, visitors, commuters, and businessowners.

This included how the information was presented.



EVOLVING STRATEGY

The team leveraged traditional face-to-face meetings with an online presence to get public interaction throughout the process.

2018

- Daylong open house in two neighborhoods
- Public meeting page on PennDOT website
- Project specific Facebook group
- Continuation of project external website

2019

- Daylong plans display with two identical formal presentations
- New PennDOT site with link on homepage
- Attended community events

2020

- Virtual plans display
- Project newsletter started & available in three languages
- FAQs developed for website & printable version available in three languages
- 3-D renderings & videos

2021

- Hybrid meeting structure – virtual Q&A session & in-person open house
- Pre-recorded presentation
- Partnership with cable access channel
- Social media graphics in three languages



DISTRICT FIRSTS



Project
Facebook
group



External
Project
newsletter



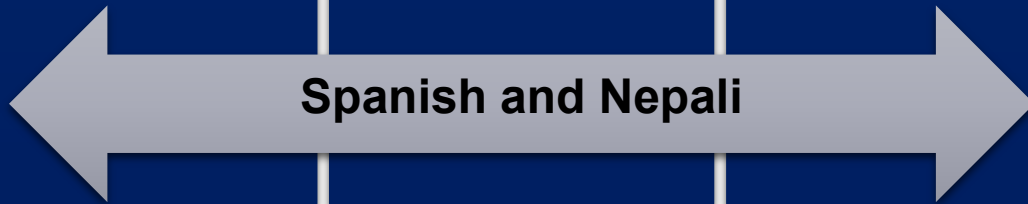
FAQ page
& printable
versions



Translated
graphics &
posters



Hybrid
public
meetings



Spanish and Nepali

Many of the public involvement elements used for the Bayfront Parkway project were unique or first-time endeavors for District 1.



PROJECT FACEBOOK GROUP



Group by Pennsylvania Department of Transportation (PennDOT)

Bayfront Parkway Project

Public group · 228 members

About Discussion Rooms Topics Members

Started in November 2018, the [Facebook group](#) is focused on Bayfront related posts only.

**BAYFRONT PARKWAY PROJECT
PUBLIC INVOLVEMENT**
TUESDAY SEPTEMBER 14, 2021

ONLINE Q&A
12PM-1:30PM

OPEN HOUSE
3PM-7PM

LIVE Teams Meeting
www.bayfrontparkwayproject.com

Port Authority Building
1 Holland St, Erie, PA 16507

And online 24/7 at www.BayfrontParkwayProject.com

TUE, SEP 14

Central Bayfront Parkway Project Public Meetings

Port Authority Building
Autumn went

Interested

Dani Dylan and 5 others

2 Comments 11 Shares Seen by 62

Pennsylvania Department of Transportation (PennDOT) Admin · November 16, 2020

Did you know that pedestrian improvements will be part of the first phases of construction on the Bayfront Parkway Project? Read more about it and answers to other important questions at <https://bayfrontparkwayproject.com/faq/>

Bayfront Parkway Project FAQs

QUESTION

Are there pedestrian improvements at State Street included in the first proposed phase?



ANSWER

Yes, the grade separated intersection will enhance pedestrian safety by shortening the crosswalks and decreasing traffic volumes.

Pennsylvania Department of Transportation (PennDOT) Admin · July 8

Have you visited the Bayfront Parkway Project Page recently? Check it out today for last month's newsletter and other helpful documents on the project! <https://www.penndot.gov/.../Pages/BayfrontParkwayStudy.aspx>

BAYFRONT PARKWAY PROJECT REMINDER

pennsylvania
DEPARTMENT OF TRANSPORTATION

2

6 Shares Seen by 106

Like

Comment

Share



NEWSLETTERS

Bayfront Parkway Central Corridor Improvement Project Newsletter

Creating a Stronger Connection between Downtown Erie and the Waterfront



September 2021 Vol. 2 No. 3

Meetings Offer Public Options to Get Updates on Plans, Give Feedback

The Pennsylvania Department of Transportation and its design partner ms consultants, inc. will offer a series of options for the public to get updates on the status of the Bayfront Parkway Central Corridor Improvement Project and offer feedback on the plans.

An open house style public meeting will be held from 3:00 PM to 7:00 PM Wednesday, September 14 at the Erie Port Authority Building, 1 Holland Street, Erie. Attendees will be welcome to peruse a series of boards throughout the large conference room, ask questions of the design team members on hand, and/or fill out a survey about the project.

While offering a general overview of the project, which includes the Holland, State and Sassafras street intersections, the boards will focus on the roundabout and pedestrian bridge peer reviews done earlier this year and the changes to design aspects of the project. Folks from the environmental team will also be on hand to answer questions and boards on the storm water plan will be available for review.

Those who prefer a virtual meeting instead can attend a live chat [Microsoft Teams](#) meeting from noon to 1:30 PM the same day. No pre-registration for the meeting is necessary. Attendees can simply click on the link for the meeting and be redirected to the virtual experience.

The virtual meeting will include a presentation on the boards presented at the open house and participants will have a chance to ask questions through the programs chat feature. PennDOT team members will stay on the until 1:30 PM or as long as questions are being asked.

Following the virtual meeting, a recording of the session

The Purpose of the project is to improve the pedestrian, bicycle, transit, and passenger vehicle connection of the Erie Central Business District and adjacent neighborhoods to the waterfront property north of the Bayfront Parkway, reduce crashes as much as practical on the Bayfront Parkway, improve future congestion to an acceptable level of service or delay, and improve traffic operations and efficiency.

- English version produced in-house
- Translated into Spanish and Nepali

Boletín informativo del Proyecto de Mejora del Corredor Central de Bayfront Parkway

Crear una conexión más fuerte entre Downtown Erie y el Waterfront



Septiembre de 2021. Vol. 2, N.º 3

Las reuniones le ofrecen al público la posibilidad de informarse sobre los planes y dar su opinión

El Departamento de Transporte de Pensilvania y su socio de diseño ms consultants, inc. ofrecerán una serie de opciones para que el público reciba actualizaciones sobre el estado del Proyecto de Mejora del Corredor Central de Bayfront Parkway y provea comentarios sobre los planes.

Se llevará a cabo una reunión pública de tipo sesión abierta de 3:00 p.m. a 7:00 p.m. el miércoles 14 de septiembre en el edificio de la Autoridad Portuaria de Erie, 1 Holland Street, Erie. Los asistentes podrán examinar una serie de tableros repartidos en la gran sala de conferencias, hacer preguntas a los miembros del equipo de diseño presentes y/o completar una encuesta sobre el proyecto.

Además de ofrecer un pantallazo general del proyecto, que incluye las intersecciones de las calles Holland, State y Sassafras, los tableros se enfocarán en las revisiones por pares de la rotonda y el puente peatonal que se efectuaron a principios de este año y en los cambios hechos a los aspectos de diseño del proyecto. También estarán presentes algunos miembros del equipo de medio ambiente para responder a las preguntas y se podrán revisar los tableros del plan de aguas pluviales.

Aquellos que prefieran una reunión virtual pueden asistir a un chat en vivo mediante una reunión de [Microsoft Teams](#) desde el mediodía hasta la 1:30 p.m. el mismo día. No es necesario registrarse previamente para asistir a la reunión. Los asistentes pueden simplemente hacer clic en el enlace de la reunión y ser redirigidos a la experiencia virtual.

La reunión virtual incluirá una presentación sobre los tableros presentados en la sesión abierta y los participantes tendrán la oportunidad de hacer preguntas a través de la función de chat del programa. Los miembros del equipo de PennDOT permanecerán en la sala hasta la 1:30 p.m. o mientras los participantes hagan preguntas.

Luego de la reunión virtual, se podrá ver la grabación de la sesión hasta que se descargue la presentación en el sitio web del proyecto de Bayfront Parkway.

El objeto del proyecto es mejorar la conexión de peatones, bicicletas, tránsito y vehículos de pasajeros del distrito comercial central de Erie y los vecindarios adyacentes a la propiedad frente al mar al norte de Bayfront Parkway, reducir los choques tanto como sea posible en Bayfront Parkway, mejorar la congestión futura a un nivel aceptable de servicio o retraso y mejorar las operaciones y la eficiencia del tráfico.

También se colocarán las copias de los tableros en el sitio web para que el público las vea durante o después de la reunión.

El sitio web también albergará una versión virtual de la encuesta que se proporciona durante la sesión abierta. Se invita a los miembros del público a completar la encuesta en línea ya sea que asistan a la sesión abierta o la reunión virtual o que vean los tableros y la información en el sitio web.

"Siempre buscamos más formas de conectar con el público, informarnos sobre nuestros proyectos y recabar sus opiniones," dijo Tom McClelland, ingeniero profesional (PE), asistente del ejecutivo de distrito (ADE) de Diseño del Distrito 1 de PennDOT. "El equipo ideó una combinación de oportunidades para los residentes, las personas que viajan por ir desde y hasta el trabajo, los propietarios de comercios y cualquier persona a la que le interese ver las actualizaciones. Esperamos que todos se tomen un momento para revisar la información y darnos su opinión."

Fechas importantes del proyecto

- Reuniones virtuales públicas del Proyecto de Mejora del Corredor Central de Bayfront Parkway, 14 de septiembre de 2021
- Señalización de tráfico de 12th Street y proyectos complementarios de East Bayfront: el trabajo preliminar comenzará en otoño de 2021
- Puente multiuso de Soldiers' and Sailors' Home: se anticipa su inauguración en mayo de 2022
- Fase 1 del Proyecto de Mejora del Corredor Central de Bayfront Parkway: se anticipa que la construcción comience a fines de 2022



बेफ्रण्ट पार्कवे सेण्ट्रल करिडर

डाउनटाउन एरी र वाटरफ्रण्टबिच दहिरो सम्बन्ध स्थापित गर्ने



सेप्टेम्बर 2021 भोल्युम 2 नं. 3

बैठकहरू सार्वजनिक विकल्प प्रस्ताव योजनाहरूमा अपडेट प्राप्त गर्नका लागि, प्रतिक्रिया दिनुहोस्

पेन्सिल्वेनिया वातायात विभाग र यसको डिजाइन पार्टनर एमएस (ms) परामर्शदाता, ईक वे फ्रण्ट पार्कवे केन्द्रीय करिडर सुधार परियोजनाको स्थितिको बारेमा योजनाहरू प्रति प्रतिक्रिया र प्रस्तावका लागि जनतालाई अपडेट प्राप्त गर्ने विकल्पहरूका श्रृंखलाको प्रस्ताव राखेको छ।

सेप्टेम्बर 14 बुधवार बेनुका 3:00 बजेदेखि 7:00 बजेसम्म एरी पोर्टे प्रतिक्रिया भवन, 1 होल्यान्ड स्ट्रीट, एरीमा बुला रूपमा गृह शैलीमा सार्वजनिक सभा आयोजित गरिने छ। सहभागीहरूलाई ठूलो सम्बन्धन कोठाका बोर्डहरूको श्रृंखलाको उपयोग गर्नका लागि स्वागत छ, तत्काली डिजाइन गरिएका टीमका सदस्यहरूलाई प्रश्न सोध्न, रचना परियोजनाको बारेमा सवैक्षण भर्ना आह्वान गरिन्छ।

परियोजनाको सामान्य सिंहावलोकनको पेशकशमा, होल्यान्ड, राज्य र ससाफ्रस सडक चौराहा समावेश भएको जानकारी छ, बोर्डले राउंडअबाउट र यात्री पैदल चलने पुलको सहकर्मी समीक्षा यस बर्षको शुरुमा गर्दो र परियोजनाका डिजाइन पहलूहरूलाई परिचर्न गर्नका ध्यान केन्द्रित गर्ने छ। वातावरणीय टोलीका मानिसहरू पनि साथैमा हुनेछन्, भर्चुअल मिटिङमा रूची हुने व्यक्तिहरूले दिएको Those who prefer a virtual meeting डेगामा अर्थात [Microsoft Teams](#) मा उही दिन नाइव ब्याटमा बेनुका 1:30 बजेबाट बैठकमा सहभागी हुन सक्नुहुने छ। बैठकका लागि पूर्व नामाकरण गर्नु पर्ने आवश्यक पर्दैन। इच्छा बेफ्रण्ट पार्कवे परियोजना वेबसाइटमा प्रस्तुति डाउनलोड नभएसम्म हेर्नका लागि उपलब्ध छ।

भर्चुअल बैठक बुला फर्मामा प्रस्तुत बोर्डहरूको उपस्थितिमा प्रस्तुति र सहभागीहरू कार्यक्रम ब्याट सुविधाको माध्यमबाट प्रश्न सोध्न सक्नु हुनेछन्। PennDOT टीमका सदस्यहरू 1:30 बजेसम्म वा प्रयोत्तर हुबेल रहनेछन्। इच्छा बेफ्रण्ट पार्कवे परियोजना वेबसाइटमा प्रस्तुति डाउनलोड नभएसम्म हेर्नका लागि उपलब्ध छ।

प्रतिक्रिया बोर्डको पनि जनताका लागि बैठकको समयमा वा पछि हेर्नका लागि वेबसाइटमा राखिने छाबेबसाइट पनि बुला फर्मको समयमा प्रस्ताव सवैक्षणको एक भर्चुअल संस्करण पर हुने छ। जनताका सदस्यहरूलाई अनलाइन सवैक्षण प्राप्त गर्नका लागि आमन्त्रित गरिन्छ कि उनीहरू बुला फर्म, भर्चुअल बैठकमा भाग लिन्छन् वा वेबसाइटमा बोर्ड र जानकारी हेर्नुहोस्।

"हामी सधैं जनतासँग जोड्नका लागि थप तरीकाहरू खोजिरहेका छौं, उनीहरूलाई हाम्रा परियोजनाहरूको बारेमा सूचित गर्नुहोस् - प्रतिक्रिया संकलन, "टम Tom McClelland, PE, PennDOT जिल्ला 1 डिजाइनको ADE ले भने। "टोनी वासिन्वाहरू, यात्रीहरू, व्यापार मानिसहरू र अपडेटहरू हेर्न सकि राखे जो कोहिंका लागि अवसरहरूको एक संयोजनसँग आएको छ। आशा छ सबैले केहि समय निकालेर जानकारी जाँच र हामीलाई प्रतिक्रिया दिने गर्दन्।"

परियोजनाका महत्वपूर्ण मितिहरू

- भर्चुअल बैठकको पालना गर्दै, सबको रेकर्डिङ बैठकहरू: सेप्टेम्बर 2021, 14 12th Street
- 12 औं सडक वातायात सिप्रल र पूर्वी बेफ्रण्ट पूरक परियोजनाहरू: प्रारम्भिक काम 2021 को हिउँदमा शुरू गर्नका लागि
- बैनिकहरू र नाविकहरू पर बहु उद्योग पुल: प्रस्तावित मई 2022 बुले
- बेफ्रण्टपार्कवे केन्द्रीय करिडर परियोजना चरण 1:2022 को अन्तमा निर्माणको अनुमानित शुरु



उद्देश्य परियोजनाको पैदलयात्री, साइकल, पारगमन र एरी केन्द्रीय व्यापार जिल्ला र आसन्न छिमेकी बेफ्रण्ट पार्कवेको उत्तरको वाटरफ्रण्ट समीक्षाका लागि यात्री बाह्र बजान सुधार गर्ने, बेफ्रण्ट पार्कवेमा व्यावहारिक रूपमा पुर्बोत्तराहलाई कम गर्ने, भविष्यको भीडमा सुधार सेवा वा विभाइको स्वीकार्य स्वरुका लागि र वातायात संचालन र प्रस्तावमा सुधारका लागि हो।



FAQ PAGE

- Interactive PDFs on [website](#)
- Printable
- Shared with stakeholders and community members



Q: What's a common way to find out more about the Bayfront Parkway Project?

A: The website. There have been more than **31,000** page views of the Bayfront Parkway websites in the past two years.

The screenshot shows the Pennsylvania Department of Transportation website for the Bayfront Parkway Project. The page features a navigation menu with links for PROJECT DETAILS, PREFERRED ALTERNATIVES, ENVIRONMENTAL, OUTREACH, NEWS, NEWSLETTER, FAQ, and PUBLIC COMMENT. The main content area is titled 'FAQ' and includes a section for 'FREQUENTLY ASKED QUESTIONS: BAYFRONT PARKWAY CENTRAL CORRIDOR PROJECT'. Below this, there are 'FAQ Sections' with links to Project Details, Pedestrian and Bicycle Improvements, Environmental Analysis, Peer Review, and Public Outreach/Comment. There are also 'Print-friendly PDFs' available in English, Spanish, and Nepali. The page is updated as of 2/22/2021. The 'Project Details' section includes questions about the project area and future traffic volumes.

FAQ Sections

Click below to jump to a section:

- Project Details
- Pedestrian and Bicycle Improvements
- Environmental Analysis
- Peer Review
- Public Outreach/Comment

Print-friendly PDFs:

- English
- Spanish
- Nepali

Updated 2/22/2021

Project Details

- **What area is included in the Bayfront Parkway Central Corridor?**
 - The Central Corridor project includes the intersections with Sassafras Street Extension, State Street, and Holland Street. This is just one of several projects developed out of the Bayfront Parkway Study. Other projects proposed by the study include the East Bayfront Project that is planned for 2022, and future improvements on West Bayfront that are still in the early stages of design.
- **Will the project increase future traffic volumes along the parkway?**
 - No, the project is not designed to increase traffic volumes. It is designed to handle the predicted changes in traffic volume due to private developments along the Bayfront Parkway, such as the construction of retail shops and destination businesses. The anticipated traffic volume for



GRAPHICS AND POSTERS

A series of graphics and posters were created in three languages. They were used online, shared with stakeholders, and posted at community buildings.

BAYFRONT PARKWAY PROJECT

PUBLIC MEETINGS

TUESDAY SEPTEMBER 14, 2021

ONLINE Q&A

12PM-1:30PM

LIVE Teams

Meeting

www.bayfrontparkwayproject.com

OPEN HOUSE

3PM-7PM

Port Authority

Building

1 Holland St, Erie,
PA 16507

And online 24/7 at www.BayfrontParkwayProject.com

Join us for the newest updates on the Bayfront Parkway Project. You have questions and we have answers!



बेफ्रन्ट पार्कवे परियोजना सार्वजनिक बैठकहरू

मंगलबार सेप्टेम्बर 14, 2021

अनलाइन प्रश्नोत्तर

12PM-1:30PM

प्रत्यक्ष टोली बैठक

www.bayfrontparkwayproject.com

ओपन हाउस

3PM-7PM

पोर्ट प्राधिकरण भवन

1 Holland St, Erie, PA 16507

र www.BayfrontParkwayProject.com मा अनलाइन 24/7

PROYECTO BAYFRONT PARKWAY

REUNIONES PÚBLICAS

MARTES 14 DE SEPTIEMBRE DE 2021

PREGUNTAS Y RESPUESTAS EN LÍNEA

12 PM-1:30 PM

Reunión de equipos en VIVO

www.bayfrontparkwayproject.com

JORNADA DE PUERTAS ABIERTAS

3 PM-7 PM

Port Authority Building

1 Holland St, Erie, PA 16507

Y en línea todos los días en www.BayfrontParkwayProject.com

PROYECTO

BAYFRONT PARKWAY

REUNIONES PÚBLICAS

MARTES 14 DE SEPTIEMBRE DE 2021

PREGUNTAS Y RESPUESTAS

EN LÍNEA

12 PM-1:30 PM

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www.bayfrontparkwayproject.com

JORNADA DE

PUERTAS ABIERTAS

3 PM-7 PM

Port Authority

Building

1 Holland St, Erie, PA
16507

Y en línea todos los días en www.BayfrontParkwayProject.com

Únase a nosotros para conocer las últimas novedades del proyecto Bayfront Parkway proyecto. Usted tiene preguntas y nosotros tenemos respuestas.



HYBRID MEETING

Live Microsoft Teams Meeting

- Presentation prerecorded*
- Narrated video rendering of corridor*
- Questions submitted through chat
- Answers given live to entire group



In-person open house

- Hosted near Bayfront Parkway
- Boards spaced around the room
- One-on-one conversations
- Print survey provided



*Recording and video narration played on the local public access TV channel and posted online.



MOVING INTO CONSTRUCTION

The team plans to continue these efforts and to develop additional resources and outreach efforts in the coming months as the project transitions from design to construction in 2022.

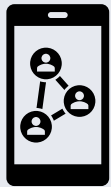
Follow the project and the community engagement efforts



www.penndot.gov/BayfrontParkwayProject



www.BayfrontParkwayProject.com



[Bayfront Parkway Project Facebook Group](#)

