

## 4.0 PUBLIC OUTREACH

Public involvement in large-scale master planning efforts is essential. Establishing a Steering Committee, identifying key stakeholders, and providing opportunities for the general public to be involved are all important for the effort to be transparent and politically sound. This Plan was based upon a Context Sensitive Solution (CSS) based process. CSS planning evolved from the desire of communities to have more structured involvement in the role of transportation planning on the impact of communities in terms of local character, the economy, the environment, historic trends, and future opportunities. At the beginning of the process the Steering Committee was charged with establishing a Values and Mission Statement that states the primary issues and the vision and metrics for developing responsive solutions. A summary of the public outreach efforts is noted below.

### 4.1 Steering Committee Meetings

The Bath Road Master Plan Steering Committee served as an advisory committee representing stakeholders in the study area, providing essential feedback throughout the master planning process. The Committee was charged with participating by reviewing and commenting on draft documents, addressing issues or concerns associated with the development of recommendations, and providing a range of insights, history, data, and comments to the Master Plan team in order to meet the goals of the Master Plan.

The Steering Committee included the following members:

- Wayne Averil – Ames True Value
- Don Jones – Member of the former Town Transportation Committee
- Gary Crosby – Wiscasset Marketplace
- Al Cohen - Big Al's Super Values Odd Lot Outlet
- Heather Pitcher - Wiscasset Trading Post
- Peter West - Bicycle and Pedestrian representative
- Troy Cline - Police Chief
- Judith Colby - Selectman
- Ed Polewarczyk - Selectman
- Laurie Smith – Town Manager
- Misty Parker – Town Planner
- Gerry Audibert – Maine Department of Transportation
- Bob Faunce - Lincoln County Regional Planning Commission
- Tim Merry - Selectman

Several meetings (as noted below) were held during the duration of the study. Meeting summary notes are provided in Appendix D.

- Steering Committee Meeting #1 (August 23, 2012) – Kick-off Meeting
- Steering Committee Meeting #2 (October 3, 2012) – Presentation of Existing Conditions and Establishing Project Values and Mission Statement
- Steering Committee Meeting #3 (December 17, 2012) – Presentation of Future Transportation Conditions
- Steering Committee Meeting #4 (February 7, 2013) – Draft Recommendations
- Steering Committee Meeting #5 (October 17, 2013) – Present Draft Final Report and Draft Materials for Public Meeting #2
- Steering Committee Meeting #6 (December 10, 2013) – Present Final Report

## 4.2 Mission Statement - Project Goals

The Bath Road Master Plan Steering Committee established the following study goals:

- Identify traffic improvements within the highway and on adjacent, developed and developable properties to meet the needs of existing and future development, while maintaining or improving the highway’s mobility, safety and capacity;
- Address the potential of specific properties with concept plans and street networks demonstrating the potential for development adjacent to the corridor that improves local pedestrian and vehicular circulation;
- Develop a responsible plan for coordinated highway infrastructure improvements and transportation enhancements as well as practical financing strategies needed to implement the plan;
- Provide design standards for corridor preservation;
- Identify transportation-related land use strategies incorporating best management practices consistent with Wiscasset’s Comprehensive Plan; and
- Balance the needs of residents with those travelling through Wiscasset.

## 4.3 Business/Property Owner Meetings

A number of business/property owners located within the study area were invited to participate in one-on-one meetings with the Town Manager, Town Planner and Consultant team to gain a clear understanding of the effort and to ask questions. The meetings were held at Town Hall on March 11<sup>th</sup> and 15<sup>th</sup>, 2013.

## 4.4 Public Meetings

Two public meetings were held in conjunction with the development of this Master Plan. The first public meeting was held on March 20, 2013. It provided background information, findings on transportation and land use conditions, and recommendation topics to consider. A second public meeting was held on December 10, 2013 and presented the draft final Master Plan. Copies of meeting summary notes are provided in Appendix D.