

Meeting Notes – Online/Phone Meeting 9/10/18

Danville Village to Village Steering Committee

Present:

Richard Amore
Michael Hogue
Alison Low
Chris Sargent
Kate Whitehead

Agenda Item #1: Overview

Chris provided a brief project update. His focus has been primarily on continuing online engagement on the web site, which most recently included a project update News post. The Trail User Survey has received 133 responses including the 44 which were collected at the Fair.

Agenda Item #2: Outreach and Communication

Discussion focused on how to continue to reach out to others, get them interested and involved. Chris indicated that, at a minimum there would be regular monthly project updates posted to the web site, with an announcement that there was a News update sent out to the mailing list. Kate and others should continue to link to these via their Facebook pages.

When there are specific events or activities planned, Chris suggested that there should be three posts as the date of the event arrives. Ideally, 5-6 weeks before an event, a “save the date” announcement would take place. 4 weeks before the event, an official announcement that includes a description of the event, would be posted. 2 weeks prior, there should be a reminder article posted.

During the period of time where there are fewer activities or events, we can post topical information. Could include something like “What is a Biker/Hiker Friendly Community?” or “What is the economic value of active transportation?” with links to information or reports.

Other ways to engage the community were suggested including:

- Photo contest - biking, skiing, flora and fauna. Your favorite place on the trail. Steering committee could be selection committee.
- Artist contest at the school. Theme could be “What’s your favorite thing to do on the trail or favorite thing in Danville?”

To Do:

- Kate will reach out to elementary art teacher, and Chris and Kate will follow up with teachers at the high school to discuss involvement with the project.
- Chris will look at how people could vote via the web if there were to be a photo contest.

Agenda Item #3: Surveys

Trail Friendly Business Survey

Prior to the meeting Chris distributed a draft "Trail Friendly Business Survey," with the recommendation that the Committee distribute it to the business community. The collective opinion was that the survey would not provide new information because it is well known that current businesses are not actively trying to be "Trail Friendly."

As an alternative, it was suggested that Chris develop an information sheet and checklist that will explain to businesses what they can do to be "Trail Friendly."

Intercept Survey Status

Kate indicated that she and Jenni LaVoie conducted a round on 9/6 and Alison will be doing surveys in West Danville the weekend of 9/15. There will be another round of intercepts concurrent with the Train Station event. Kate asked "what is an ideal target for total number of surveys taken?" This is challenging to determine because there is no known data that indicates how many people use the trail in Danville. It was suggested that we ask VAST for count data or use the counts conducted by NVDA. Discussion moved to the identification of other groups that could distribute or take the survey. Groups identified include:

- Bike shop owners (Lyndonville – Village Sports, Littleton Bike & Fitness)
- Joe's Pond association
- School
- Library
- Farmer's Market
- Chamber of Commerce

To Do:

- Michael will reach out to the Chamber of Commerce.
- Chris will send the Steering Committee information on Bike Friendly Community accreditation systems (Tasmania, AU was an example).
- Chris will reach out to VAST to determine if there is any count data for Danville.
- Chris will reach out to Max at the school to see if there is an avenue to get the school to distribute the survey.

Agenda Item #4: Train Station Event

Kate provided an overview of what is being planned for the Re-imagine the Train Station event, scheduled for Saturday, October 27th. It will be an informal "Open House" style event using the passenger side of the railroad station. She is in the process of submitting a grant application to VNRC for a small amount of funding that would pay Community Workshop, LLC, to help with engagement.

The event will include two "boards" where people can put their thoughts. One will gather information about what the station COULD be, the other will collect thoughts on what the benefit or role of the Train Station SHOULD be for the community. She proposed a giveaway for the most innovative, fun and imaginative ideas.

In addition, another round of intercepts will be conducted at the Train Station. Michael suggested using the classic "Burma Shave" sign technique along the trail to get people excited. Chris suggested putting together a collage or printing large format versions of historic Train Station photos for display during the event. Kate also indicated that she had collected some stories about the train station. Chris is able to put them together in a presentable large format for people to look at during the event.

One of the key outcomes from this event is to raise awareness of the Train Station as a community resource and how it can be used. Getting people excited about it will facilitate any future requests for funding to implement the ideas generated at the event.

Next Steps

Chris will send out a doodle poll for an October online meeting.