



# Public Involvement Subcommittee - Meeting #1

## City of Bridgeport Plan of Conservation and Development





# AGENDA

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1. What is a POCD?
2. Introduction to the Team
3. Review of Schedule
4. Engaging the Community
5. Potential Pop-Up Events
6. Discussion





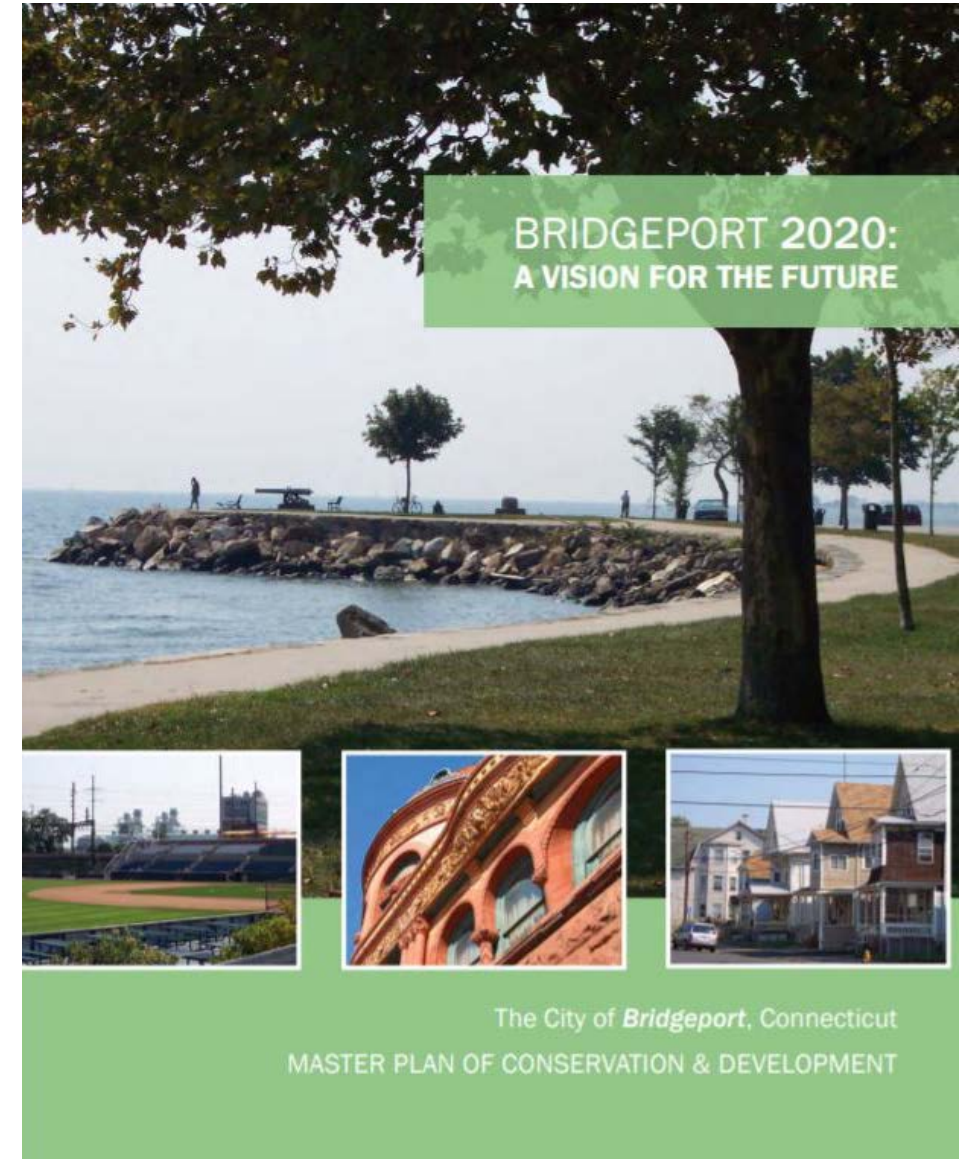
# 1. What is a POC/D?



# What is a POCD?

## P lan O f C onservation and D evelopment

- Guiding document for a community's growth
- Establishes a vision statement and strategies to achieve that vision
- Comprehensive document
- Most successful with community buy-in
- Needs to represent a wide range of stakeholders
- Required by law to be updated every ten years

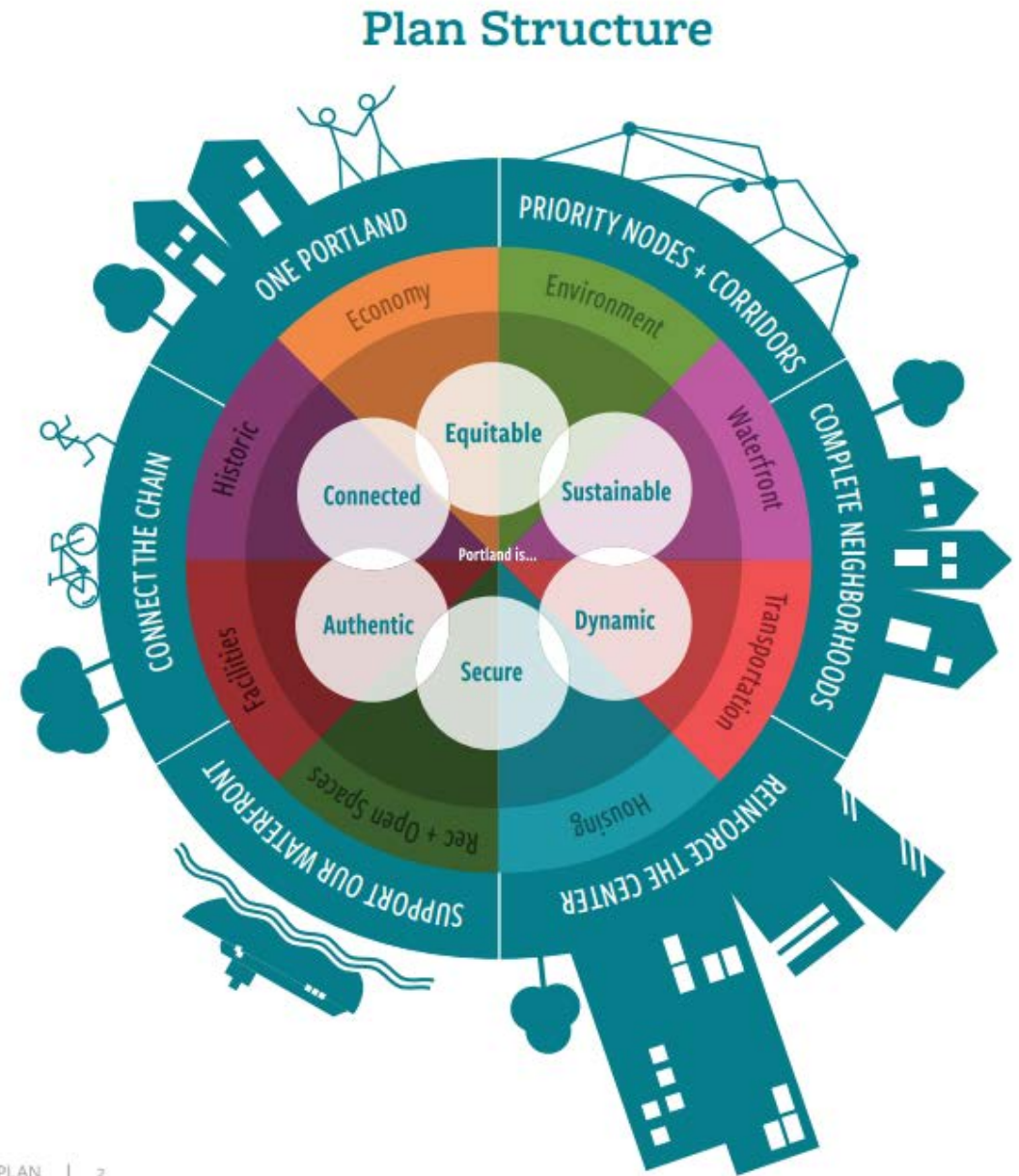




# Plan of Conservation and Development

Focuses on many topics, most typically:

- Open Space and the Environment
- Economic Development
- Housing
- Transportation







## 2. Consultant Team



# THE FHI TEAM

- FHI has a staff of over 30 certified planners, engineers and scientists in offices in Hartford and New York City. One quarter of our staff is multilingual and we place strong emphasis on community engagement in our work.
- **Horsley Witten** has multiple offices across New England with staff who have diverse expertise in planning, engineering, and environmental science.
- **AMS** is a Bridgeport based firm, with considerable expertise in housing and economic development





# THE FHI TEAM

- Ken Livingston, AICP – Senior Advisor
- Francisco Gomes, AICP – Project Manager
- Rory Fitzgerald, AICP – Project Support
- Carla Tillery – Transportation Specialist
- Zainab Kazmi - Public Involvement (bilingual)
- Jessica Ortiz – Public Involvement (bilingual)
- Michael Coulom – Public Involvement (bilingual)
- Nate Kelly – Resiliency and Coastal Planning







# 3. Schedule



# Plan of Conservation and Development

- Quick timeframe
- Most outreach will take place over the summer months

- Steering Committee Meeting
- SC Web Meeting/Conf. Call
- Pop-Up Events
- Neighborhood Meetings
- Focus Group Meetings
- Thematic Meeting
- School Events

Task	May	June	July	August	September	October	November
Task 1: Project Coordination	● ○	● ○	● ○	● ○	● ○	● ○	
Task 2: Guiding Principles							
Task 3: Community Engagement	○ ● ○	● ○ ● ○ ●	● ○ ● ○ ●	○ ● ○ ● ○ ●	○ ● ○ ● ○ ●	● ○ ● ○ ●	
Task 4: Existing Conditions							
Task 5: Community Vision							
Task 6: Implementation Plan							
Task 7: POCD Document (Print Version)							
Task 7: POCD Interactive Document							



A photograph of a woman with dark hair tied back, wearing a denim jacket and glasses, interacting with a group of people at an outdoor event. She is holding a blue object, possibly a bag or a piece of fabric, and is looking towards a woman in a red shirt and white sunglasses. In the background, there are many other people, trees, and a grassy area, suggesting a large outdoor gathering or festival.

# 4. Engaging the Community



# GUIDING PRINCIPLES

- Outreach strategy that prioritizes **planning with the community, not for the community**
- Public outreach that is **inclusive, informative, and engaging**
- **Strategically customized** outreach efforts that meet community needs
- Taking public **outreach to the people** through community events
- **Multi-lingual** outreach materials specific to local demographics
- ADA accessible, family friendly events that **welcome all participants**
- Innovative tools and technology solutions to **maximize participation**, especially from **under-represented populations**





# POP-UP EVENTS

- Leverage established community events to reach more people
- Distribute information
- Collect targeted feedback
- Promote event and celebrate community on social media
- Six events across different neighborhoods





# COMMUNITY MEETINGS

- Three community meetings
- Share and gather information with larger groups of interested community members
- Utilize proactive community engagement technologies
- Maximize Citywide attendance through intense marketing strategy
- Meaningfully involve City staff and elected officials





# SCHOOL EVENTS

- Develop school-based learning toolkit
- Collaborate with City schools
- Encourage students to learn about and comment on the Plan
- Partner with after-school and summer programs





## THEMATIC MEETINGS

- Four thematic meetings with technical experts
- Focus on one specific aspect of the Plan
- Potential topics include housing, mobility, historic preservation, urban farming, etc.

## INTERVIEWS & FOCUS MEETINGS

- Six interviews/focus meetings
- Interview key stakeholder groups
- Recognize stakeholder ownership of Plan elements

## VIRTUAL PUBLIC MEETINGS

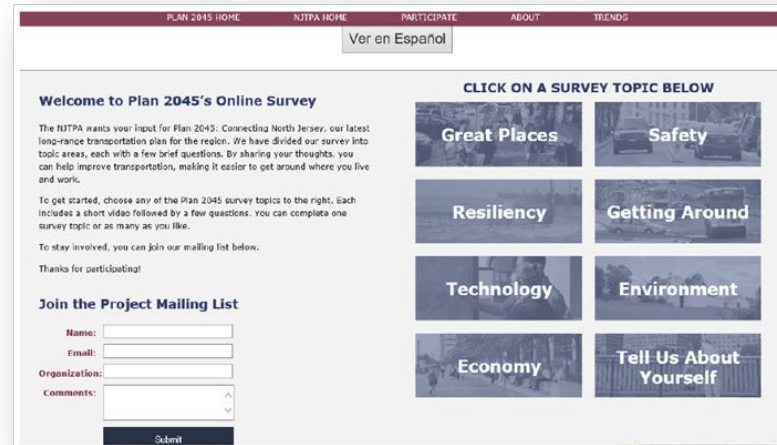
- Two virtual public meetings
- Recreate participation opportunities available at in-person meetings
- Available anywhere with internet access
- Encompasses interactive video tools



# FOSTERING IMPACTFUL DIALOGUE

Encourage thoughtful communication feedback through:

- Dot exercises  
“Dotmocracy”
- Post-it notes
- Tablet surveys
- Prioritization exercises
- Paper surveys - input and demographics



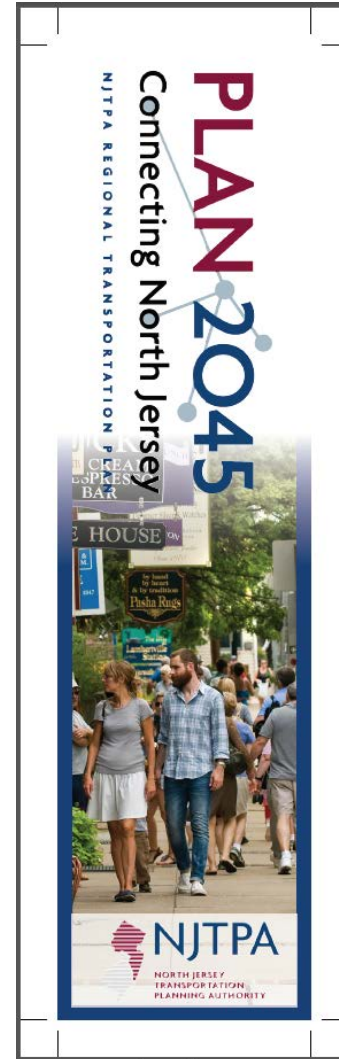
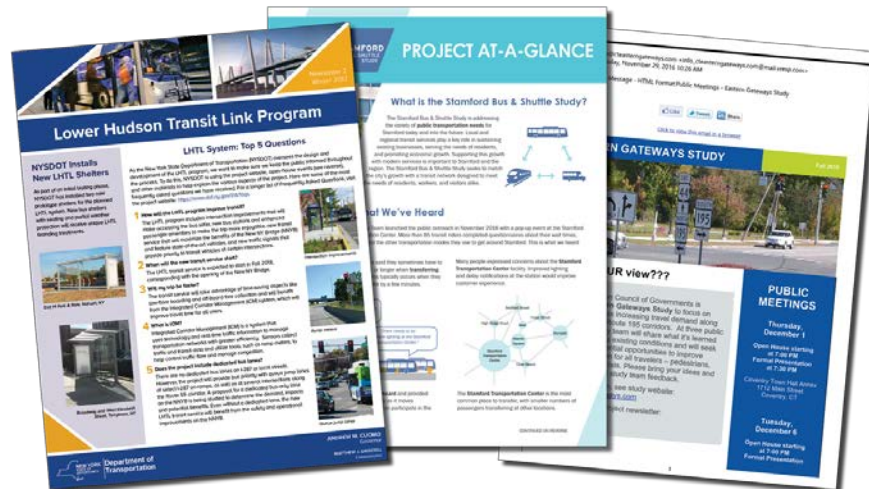
The screenshot shows the 'Welcome to Plan 2045's Online Survey' page. It features a navigation bar with links: PLAN 2045 HOME, NJTPA HOME, PARTICIPATE, ABOUT, and TRENDS. A 'Ver en Español' button is also present. The main content area includes a 'CLICK ON A SURVEY TOPIC BELOW' section with buttons for Great Places, Safety, Resiliency, Getting Around, Technology, Environment, Economy, and Tell Us About Yourself. Below this is a 'Join the Project Mailing List' section with fields for Name, Email, Organization, and Comments, and a Submit button.





# INFORMATIONAL TAKE-AWAYS

- Call to Action
  - Answer surveys
  - Leave comments
  - Vote
- Key Project Information
- “Contact Us”







# SOCIAL MEDIA

- Facebook Page
- Social Media Packages
- Promoted Content
  - Facebook Ads

### WEEK 1: CREATIVE MESSAGES

<p>General Ad 1</p>	<p>General Ad 2</p>	<p>General Ad 3</p>	<p>General Ad 4</p>
<p>Technology Ad 1</p>	<p>Technology Ad 2</p>	<p>Getting Around Ad 1</p>	<p>Getting Around Ad 2</p>

I-84 Hartford Project  
@I84Hartford

Home  
About  
Posts  
Photos  
Events  
Community  
Videos  
Create a Page

Like Follow Share

Send Message

Government Organization in Newington, Connecticut

Community  
See All  
Invite your friends to like this Page  
609 people like this  
628 people follow this

About  
See All  
2800 Berlin Turnpike  
Newington, Connecticut 06131  
Get Directions  
(860) 247-7200  
Send Message

I-84 Hartford Project shared an event.  
April 30 at 2:32pm

Tomorrow is May, which means it's National Bike Month! Kick it off right by joining the Transport Hartford Academy Multimodal Meetup this Friday Morning! Drive less, and happy #multimodal Monday, y'all! Transport Hartford Academy  
<https://www.facebook.com/events/599539043747161/>

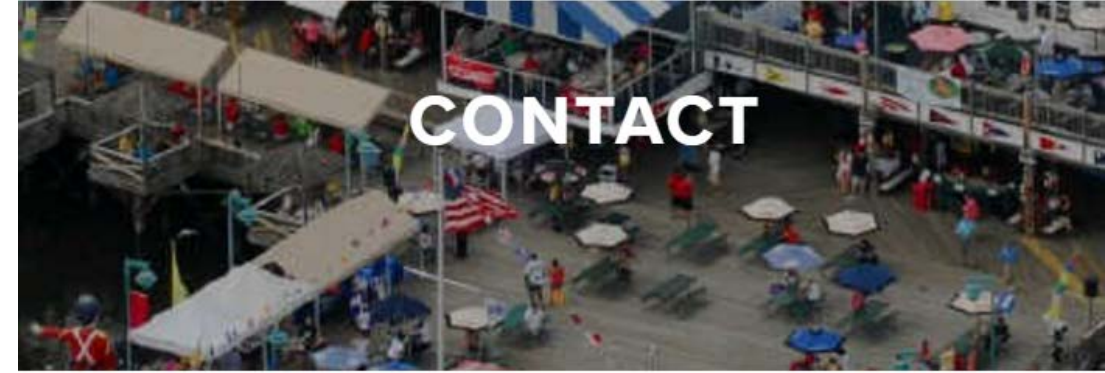
**First Friday Multimodal Meetup, May and May is National Bike Month!**

Meeting with friends any time betw  
7am-9am in Hartford (Ashley's, Ma



# WEBSITE

- One-stop-shop for:
  - Project overview information
  - Findings and recommendations
  - Project documents
  - Meeting and event information
- Platform for interactive mapping tools, surveys, and virtual public meetings
- Platform for public input process
- Links to social media platforms



## Contact Us

Fill out the form below to sign up for the mailing list, leave a comment, or let us know what kind of events you are looking forward to!

Name \*

First Name

Last Name

Email Address \*

Comments & Questions:

Events you are interested in attending?

SUBMIT

## TAKE OUR SURVEY

We would love to hear from you!  
Please use the link below to provide your thoughts and feedback on the plan.

SURVEY



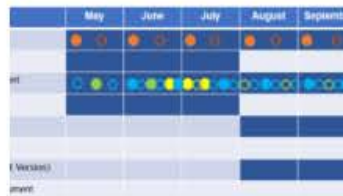
# BRIDGEPORT MASTER PLAN OF CONSERVATION AND DEVELOPMENT

A City's Plan of Conservation and Development is the guiding document which lays out a roadmap for growth and change and as such, the document is most effective with the support of stakeholders throughout the community. Our goal for this process is to gather input from a wide range of community members on numerous different occasions.



## PROJECT APPROACH

[Learn More →](#)



## PROJECT SCHEDULE

[Learn More →](#)



## GET INVOLVED

[Find Out How →](#)



# COLLECTING KEY INFORMATION

## Interactive Mapping Tool

Allows a person to provide specific, geo-tagged comments, pictures, and video that link to the location of the comment or issue

The screenshot displays the PLAN BRIDGEPORT interactive mapping tool. On the left, a sidebar contains the logo, an address search field, a category selection menu with buttons for 'Cancel Add & Explore Map', 'Show Pins', 'Help', and 'Refresh', and contact information. The main area features a map of Bridgeport with a pop-up dialog box titled 'Select all Categories that apply below:'. The dialog includes a text input for a comment and a 'Selected categories: None' section with 'Add to Map' and 'Cancel' buttons. Below the map, a horizontal row of nine categories is shown, each with a representative photo: Missing ADA Ramp, Missing Signal / Button, Missing Crosswalk, Vehicles Don't Yield, Road Too Wide, Missing Sidewalk, Poor Surface Condition, No Bike Lane / Shoulder, and Busy / Dangerous Driveway.

**PLAN BRIDGEPORT**

Address Search:  
Enter an Address

Select Categories below

Cancel Add & Explore Map

Show Pins

Help ?

Refresh

Comments or Questions?  
[Email Us](#)  
[Visit the project page](#)

Select all Categories that apply below:  
Comment about this location: (optional)

Selected categories:  
None

Add to Map Cancel

Missing ADA Ramp

Missing Signal / Button

Missing Crosswalk

Vehicles Don't Yield

Road Too Wide

Missing Sidewalk

Poor Surface Condition

No Bike Lane / Shoulder

Busy / Dangerous Driveway



# BRANDING

1



2



3



4



5




6






# REPORTING OUR FINDINGS


- Video blogs and oral testimonials
- “Humans of Bridgeport”
- Interactive Results




“Having twins made me a more relaxed parent. When you watch two kids grow up at the same time, it makes you less concerned about benchmarks. Each of them had different talents and struggles. He could do all the physical stuff first. We had to put a net on the crib because he was always climbing out. He could swim first. He learned to ride a bike several years earlier than her. But she was potty trained first. She was reading by the age of three. And she was much better at drawing pictures



“I want to make sure I don’t miss a second of connectedness to the brands I’m representing. In the digital world, there’s always this feeling that if you don’t respond back—it’s a lost opportunity. If someone is talking to you, you have to answer or they might think you don’t care. If a client asks my opinion, and I don’t reply ‘I agree with that’—he might ask someone else. My paycheck depends on always being connected. So there’s always a screen in front of me. I’m always responding to ‘pings’ and ‘dings.’ But it has a lot of consequences. Especially on my



“I was raised with that Jewish intellectual worship of knowledge. But all my professors in college were small-minded nasty little bitches getting off on their own power, wanting me to parrot them while telling me they didn’t. So I decided I was a nihilist and that I was going to do as many drugs as possible. If the goal is to spend your whole life trying to get rewards to trigger chemicals in your brain, why not go straight for the chemicals? But that didn’t work out very well. It quickly became less of a philosophy, and more of a massive drug addiction.”



“I’m doing a review of last year. I’m looking at all the goals I set and whether I managed to achieve them. A big one for me was that I finally managed to get my driver’s license. It’s a little embarrassing because I’m well past that age, but I’ve always been terrified of driving. So I signed up for some lessons. I studied hard. I took extremely meticulous notes. Then I went to the testing center with my driving instructor. They assigned me a real hard faced guy from Eastern Europe. My instructor told me: ‘This guy fails everyone.’ So I started off pretty nervous. I messed up



Connecticut Public Radio/WNPR  
Radius Project: L. Mixashawn Rozie Talks About the Connecticut River  
11:24




Connecticut Public Radio/WNPR  
Radius Project: John Mullaney Talks About the Connecticut River  
9:40

**‘We Came A Long Way’: After Prison, A New Chance For A Dad And His Daughter**

April 20, 2018 • For much of her childhood, Abby Gagliardo’s dad, Ralph, was in and out of prison. But Abby, now 17, never understood why — and she was hostile toward him when he finally returned home five years ago.

[▶ LISTEN • 2:28](#) [+ QUEUE](#) [↓](#) [↔](#) [≡](#)




Daniel Sills/StoryCorps

**‘He Wasn’t Really Afraid Of Anything’: Boston Bombing Victim Remembered**

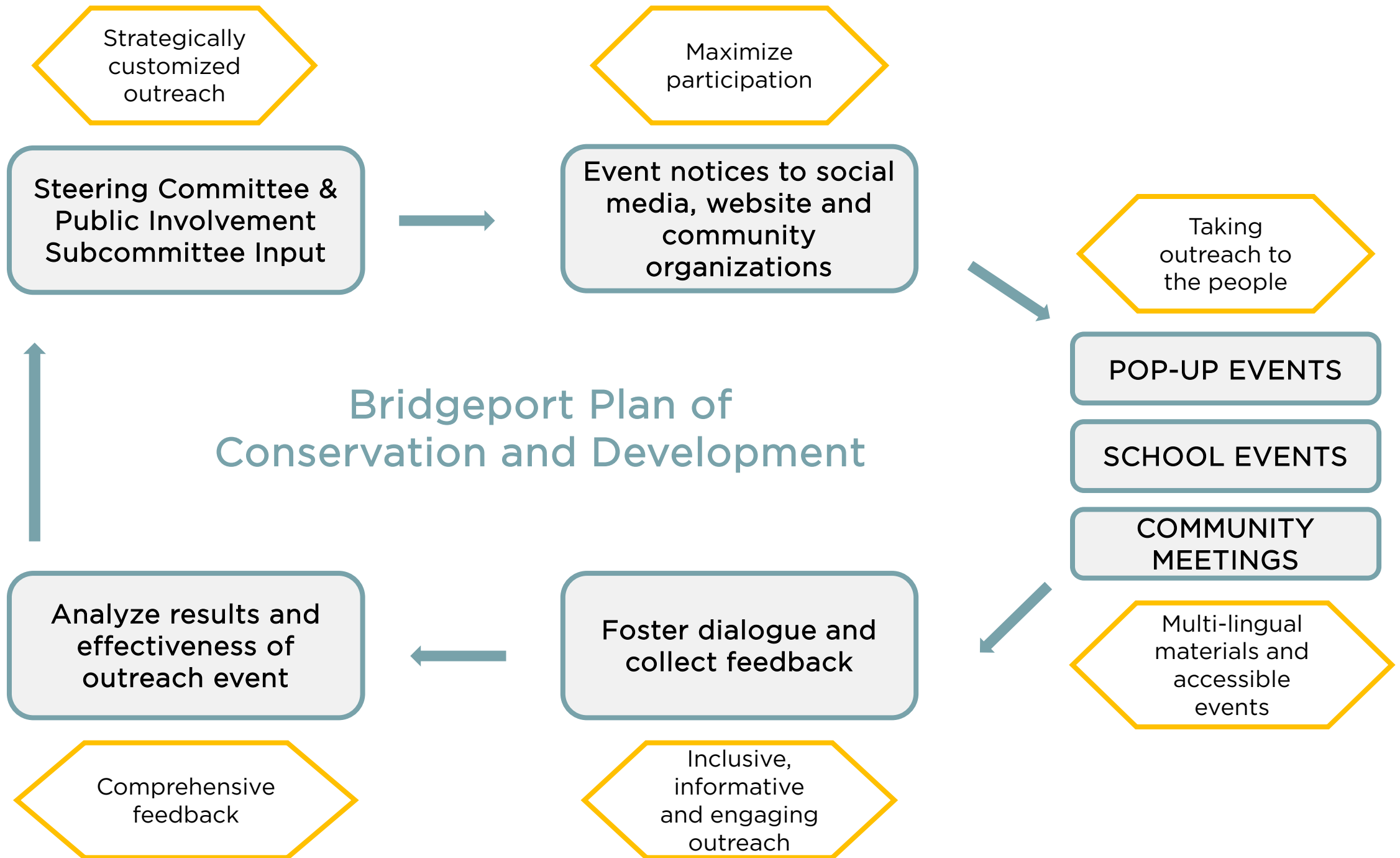
April 13, 2018 • Five years after two explosions went off at the Boston Marathon, parents remember their son, Officer D.J. Simmonds, whose injuries suffered during a confrontation with the bombers led to his death.

[▶ LISTEN • 3:03](#) [+ QUEUE](#) [↓](#) [↔](#) [≡](#)



Kevin Oliver for StoryCorps







# DISCUSSION

## POCD IMPACTS

## POP-UP EVENTS

- What community events should we attend in Bridgeport?

## BRANDING

- Logo preference?

## LOCAL RECOMMENDATIONS

- Is there key information we should be aware of as we get started?

## SOCIAL MEDIA PLATFORMS

- Are we using the appropriate platforms?
- Are there any barriers to certain kinds of social media?





# 5. Potential Events



# JANE'S WALK

Saturday, May 5  
3 PM – 5 PM

**Organizer:** Bridgeport  
Downtown Special Services  
District

**Neighborhood:** Downtown

**Approach:** Supporting a community-based approach to city building through citizen-led walking tours that make space for people to observe, reflect, share, question and collectively reimagine the places in which they live, work and play.

**Benefit:** Scheduled event that will attract community-minded citizens who can provide intuitive feedback on existing conditions and ideas on growth



# FREE ADMISSION DAY AT DISCOVERY MUSEUM

Saturday, May 12  
10 AM – 4 PM

**Organizer:** Discovery  
Museum

**Neighborhood:** North End

**Approach:** Family friendly event with free admission. Provides an opportunity to hear from parents of younger children who may not be able to attend a community meeting.



# WALK TO END HOMELESSNESS

Saturday, May 19  
8:30 AM – 11:30 AM

**Organizer:** YMCA (ACS)

**Neighborhood:** Captains  
Cove Seaport, West  
End/West Side

**Approach:** Civic and charitable activities and events are great places to get feedback from citizens who care and are actively making choices to better the world around them.



# OPEN HOUSE DAY AT BARNUM MUSEUM

Saturday, June 9  
11 AM – 3 PM

**Organizer:** Barnum  
Museum

**Neighborhood:** McLevy  
Green, Downtown

**Approach:** Free Admission on a large, seasonal event that will attract many Bridgeport residents. We will need to ensure that we are only getting feedback from people familiar with Bridgeport.



# BARNUM FESTIVAL – WING DING PARADE

Saturday, June 16  
9 AM – 12 PM

**Organizer:** Barnum  
Museum

**Neighborhood:** Beardsley  
Park, North Bridgeport

**Approach:** Free Admission  
event with various food and  
activity booths. We can set  
up a booth for the Plan –  
people love coming to see if  
you are giving away any  
free stuff!



# BRIDGEPORT ARTS FEST

July 21, 2018  
10 AM – 9 PM

**Organizer:** Bridgeport Arts and Cultural Council

**Neighborhood:** McLevy Green, Downtown

**Approach:** One of Bridgeport's largest community events in the summer. All-day event in Downtown Bridgeport will get lots of traction and will hopefully spur many creative ideas!





## 6. Discussion



# DISCUSSION

## POP-UP EVENTS

- What community events should we attend in Bridgeport?

## BRANDING

- Logo preference?

## LOCAL RECOMMENDATIONS

- Is there key information we should be aware of as we get started?

## SOCIAL MEDIA PLATFORMS

- Are we using the appropriate platforms?
- Are there any barriers to certain kinds of social media?

## QUESTIONS?