Complete Streets in Greenwich:
Flexibility and Outreach Win the Day

December 15, 2021

Town of Greenwich
Department of Public Works

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Objectives

01 Learn about creative outreach methods utilized in the project.

02 Learn about this project’s success with flexibility in design and scope to improve safety and mobility on Greenwich Avenue.

03 Discuss the complete streets methods that were incorporated in this project.

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Part 1: Background Information

Iconic Greenwich Avenue is a 0.7-mile long corridor, running north/south between U.S. Route 1 and Railroad Avenue. This street is the premier shopping destination, dining hub, and social scene in the heart of central Greenwich.
Part 2: What Initiated The Greenwich Avenue Streetscape Project

Reasons For Project

Need to Repave Greenwich Avenue
Department of Public Works' engineering division looked into any improvements that can be made to the current prior to paving the road.

Public Need
The engineers looked at what the public need was for this area and then analyzed approximately 40 studies on Greenwich Avenue to assess what type of improvements should be made.

Focal Point of Town
As the main business district, Greenwich Avenue has 39 eateries, 76 retail stores, and numerous other services for visitors and residents to enjoy.
About This Project
Greenwich Avenue has long been studied for opportunities to improve streetscape, retail environment and pedestrian experience. With safety, accessibility and aesthetics in mind, this project was created to revitalize Greenwich Avenue and to design key safety measures for everyone – including pedestrians, people with disabilities, bicyclists, motorists, and baby carriage users. The project featured five proposed redesigned intersections on Greenwich Avenue.

Original Plan
At first, the project featured streetscape improvements to the entire corridor.

Part 3: Revised Project:
Greenwich Avenue and Elm Street Intersection
Change In Plans
Due to the complexity of the project, the importance of the corridor, and the number of stakeholders, it was determined it may be best to break it down into smaller portions. In addition, there was a desire to provide a trial location. Department of Public Works was sensitive to the business shutdowns during the pandemic and additional effects that major corridor construction would have on businesses’ livelihood.

Revised Project
Department of Public Works took a closer look at the Greenwich Avenue and Elm Street intersection, with a particular focus on pedestrian safety improvements, creating new greenspace, and building a sense of place. The design, outreach, and approval process were crucial components of the revised project.

Project Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>FINAL DESIGN</td>
<td>Aug 2020 - Nov 2020</td>
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<tr>
<td>LOCAL APPROVALS</td>
<td>Nov 2020 - Dec 2020</td>
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<tr>
<td>CONSTRUCTION</td>
<td>Mar 2021 - June 2021</td>
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<tr>
<td>PRELIMINARY DESIGN</td>
<td>Jun 2020 - July 2020</td>
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<tr>
<td>COMMUNITY OUTREACH</td>
<td>Sept 2020 - Nov 2020</td>
</tr>
<tr>
<td>FUNDING RELEASED</td>
<td>Jun 2020</td>
</tr>
<tr>
<td>RIBBON CUTTING CEREMONY</td>
<td>June 25, 2021</td>
</tr>
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Traffic Statistics

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Pedestrians
AM Peak Hour = 175 pedestrians
PM Peak Hour = 325 pedestrians
Saturday Midday Peak = 780 pedestrians

Vehicles
AM Peak Hour = 680 vehicles
PM Peak Hour = 780 vehicles
Saturday Midday Peak = 835 vehicles

Average Daily Vehicular Traffic = 7,600 vehicles per day

Complete Streets Highlights

Bump-Outs
40% less time and distance for pedestrians to cross Greenwich Avenue.

Raised Intersection
Improves visibility between pedestrians and motorists, while slowing the speed of vehicles as they proceed through the busy intersection.
### Additional Project Highlights

- Decorative crosswalks
- Planting beds
- Relocated lighting
- Relocated drainage
- Lining of the drainage + sanitary sewer lines
- Reduction in impervious areas
- Replaced sidewalks
- New bike racks and benches

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### Drone Usage

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Outreach During Project

Hosted small stakeholder meetings rather than traditional public informational meetings in order to hear everyone’s voice.

Department of Public Works conducted 16 meetings with over 12 different groups.

Part 4: Completed Project and Moving Forward

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Promoting the New Intersection

The team hosted a ribbon-cutting and invited press, stakeholders, and government officials to the event.
The team launched an interactive website in order to reach the masses and surveyed the public at the intersection during Greenwich Avenue's annual Sidewalk Sale.

Educate the Public About Improvements and Solicit Feedback

Showcasing the project and gaining support for future Projects on Greenwich Avenue.

A public relations campaign was created which included crafting press releases and pitching to journalists for media placements. The project was featured numerous times in local publications, along with inclusion in the First Selectman’s weekly email newsletter.

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” — Public Relations Society of America (PRSA)
**Key Messaging**

Why Department of Public Works is doing this project and how it will help improve the community.

- Emphasize improved accessibility for those with disabilities.
- Highlight project increases pedestrian safety.
- Reinforce project revitalizes Greenwich Avenue—an important part of town (financially, culturally and is a strong part of the town’s identity).
- It’s YOUR Avenue campaign

Establish to the public that they can provide valuable input in upgrading Greenwich Avenue.

Cultivate public excitement in project and make them feel that they are part of the project.

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**Social Media**

The Department of Public Works created graphics and posted on their social media channels, along with collaborating with local organizations to cross-promote the interactive website. Key messaging and graphics were provided to these local organizations. Content copy directed their followers to visit the website.

A graphic and slogan “It’s Your Avenue!” was created to prompt the public to visit the website.

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**Additional Outreach Methods**

We want to hear from you! We invite you to participate in shaping the Greenwich Avenue pavement work. We are excited to work alongside you, the community, and bring this project to life. We encourage you to visit the website and view our project progress and updates. If you have any questions or concerns, feel free to contact us at (your contact information). Thank you for your support and involvement in making Greenwich Avenue a vibrant and welcoming space for everyone.
Website and Survey Statistics

Elm St Intersection Paper Surveys
- 187 responses collected

Greenwich Streetscape Website
- 2,905 visits between 7/8/21 and 9/22/21
- Approximately 100 comments per intersection