

MEMORANDUM

April 14, 2020

To: Rethink Folly Road Steering Committee
From: Ernie Boughman, AICP
Director of Operations, Southeastern U.S.
Re: State of the Plan Event Summary

This memorandum provides a summary of the State of the Plan event that was held on March 11, 2020 at Martin's Bar-B-Que Joint.

AN ABUNDANCE OF PARTICIPATION

By many measures, the Rethink Folly Road State of the Plan event was a success. Over 130 people signed in; however, based on the number of event passports distributed, over 150 people participated. Those participants now know more about the Rethink Folly Road Plan, next steps, and the hard work that the Steering Committee and local government staff have put into making Folly Road a destination.



A welcome station greeted participants at the Rethink Folly Road State of the Plan event.

GETTING THE WORD OUT

Marketing and advertising for the event was a massive undertaking, and one that would have been impossible without the support of local governments and members of the Steering Committee. Together, information was shared about the event on local government websites and social media channels, hundreds of flyers and newsletters were distributed, and local news stations provided pre-event notifications and post-event coverage. To maximize resources, creating marketing materials for the event was strategic; many of the materials and signs are reusable, enabling us to market future Rethink Folly Road events quickly and efficiently. Martin's Bar-B-Que Joint was an exceptional partner for this event. With the help of their staff, we were able to create a space that was welcoming, relaxing, and, of course, full of delicious food.

ENGAGING PARTICIPANTS

During the event, participants were afforded multiple opportunities to learn about Rethink Folly Road and provide feedback. The event space contained seven stations, three educational stations and four interactive stations:

Station 1: Rethink Folly Road | The Plan

At the first station, participants were reminded about the fantastic vision for the corridor's future that was established in the Rethink Folly Road Plan. As the starting point for participants, this station provided context for the rest of the materials and interactive activities to be presented next. A printed copy of the Plan was also available for people to review, if desired.

At this station, we heard that many in attendance were already familiar with the Plan. Participants expressed that the Plan represents their values and vision for the area. For those who learned about the Plan for the first time at this station, they became excited as they looked through the printed copy of the Plan, seeing the vision laid out for their community.

Station 2: What are Complete Streets?

This station was educational in nature; it was used as an opportunity to remind and educate participants about the term "Complete Streets" and how all road users and the greater community benefit from better mobility for everyone.

A detailed overview of Complete Streets was provided to participants, encouraging them to ask questions and be engaged. Participants left with a fundamental understanding of Complete Streets and how they benefit the entire community.



Advertising for the Rethink Folly Road State of the Plan event included strategically placed sandwich boards that can be repurposed for future outreach.

Station 3: Steering Committee Station

This station presented an overview of the Steering Committee and its role in the planning and implementation process. Participants were reminded to visit rethinkfollyroad.com to stay up to date.

Here, participants were guided to an understanding of how the Steering Committee serves to move the Plan forward. Participants were encouraged to attend upcoming Steering Committee meetings to show their support for the Plan and ongoing implementation.

Station 4: Community Priorities | You & Folly Road

At this station, participants were asked to tell about their priorities for Folly Road. On one display board, participants were asked the question: *What do you love most about your community?* They were encouraged to write a one-word response or a short phrase answer. On a second display board, participants were asked another question: *What one thing would make Folly Road a better place to be?* They were given several options from which to pick, including slower speeds, more pedestrian crossings, and expanded transit options.

This station served as the participants' first interactive station. They were not shy to say what they love most about their community (e.g., the people, the beach, the unique character) and what would make it a better place (e.g., more sidewalks, protected bike lanes, more green space).



Responses to the question, "What do you love most about your community?"

More Sidewalks	32	22%
Protected Bike Facilities	29	20%
More Trees & Green Space	28	19%
Slower Speeds	18	12%
More Pedestrian Crossings	10	7%
Expanded Transit Options	6	4%
Economic Development	2	1%
Other Responses	22	15%
TOTAL	147	100%

Responses to the question, "What one thing would make Folly Road better?"

Station 5: What's Next?

This station provided an overview of Reveer Group's work on Phase 1, including updates on the sidewalk projects, proposed intersection improvements at Camp/Folly Roads, and proposed bike lane improvements.

This station was very popular with participants, as they are eager to see implementation occur. Reveer Group shared progress on their work, and people were excited to see a part of the Plan already coming to fruition.

Station 6: Folly Road Listening Station

This station provided a venue for participants' hopes, visions, and concerns for Folly Road to be heard and documented. Participants were invited to mark up a six-foot roll plot map of Folly Road, identifying everything from places they love, to intersections that make them feel unsafe, to places they think have great potential.

Participants were encouraged to leave comments on the roll plot. Over 130 comments were documented, showing that participants really do care about Folly Road, and they want to see it become a stronger place of pride.

Station 7: Kids' Station

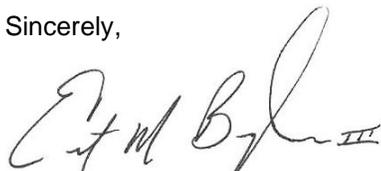
To ensure the event was family-friendly, a station was dedicated to engaging younger participants in attendance. An interactive activity was provided for kids to learn about concepts of multimodal travel.

Kids of all ages interacted with a cartoon map of Folly Road to let the team know where they want to go.

THANK YOU!

Thank you for your contributions to the Rethink Folly Road Steering Committee and for making the Folly Road corridor a safer and more beautiful place. Each of you is a crucial part of the team. We are grateful for your help in making the State of the Plan event a success, and we look forward to continuing our partnership with you.

Sincerely,



Ernie Boughman, AICP | Director of Operations, Southeast U.S.

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