

Buckland Area Study-Project Management



Description

As public involvement specialist, Fitzgerald & Halliday, Inc. (FHI) is responsible for managing a comprehensive agency and community outreach process that is critical to the success of the Buckland Area Transportation planning study. The study, initiated by the Connecticut Department of Transportation (ConnDOT), Federal Highway Administration (FHWA), and Capitol Region Council of Governments (CRCOG), is being conducted in response to increasing traffic congestion in the Buckland Hills area located on the South Windsor / Manchester, Connecticut town line. The goal of the study is to assess the existing transportation system and develop near and long-term transportation improvement concepts to effectively accommodate both existing and future travel demands.

The outreach process being orchestrated by FHI will guide the study team through the identification and refinement of proposed improvement alternatives. FHI is using many approaches to engage agencies and the community, including an advisory committee, a technical working group, and numerous stakeholder and public meetings. FHI employed a variety of creative outreach tools, including an interactive website www.bucklandstudy.org, and project website business cards that were distributed within shopping malls and other local stores during the holiday season to help publicize the project and generate interest. A transportation survey was also developed and included on the website to help solicit public input. In addition to serving as public involvement specialist, FHI conducted a screening of environmental resources in the study area and is also documenting potential impacts from proposed project alternatives.

FHI is also conducting a land use analysis of the study area to provide guidance to the municipalities through a qualitative evaluation of land use and development trends. This component of the project consists of a build-out assessment, including estimates of what build-out could yield in terms of trips generated and distributed onto study area roads. FHI is researching other communities with growth patterns and issues similar to the Buckland area, with a particular focus on tools already being used to reduce traffic congestion by promoting and supporting pedestrian, bicycle and transit connectivity. A key objective of the land use analysis is to offer a range of effective techniques that could help direct future growth towards greater walkability and multimodal access. Additionally, FHI conducted a screening of environmental resources in the study area and will be documenting potential impacts from proposed project alternatives..

Client

Connecticut Department of Transportation

