



Appendix B

Engagement Summary

April 2024



ENGAGING THE COMMUNITY

This appendix provides an overview of the extensive community and stakeholder engagement that shaped the Connect Downtown Action Plan. From community meetings to online surveys to pop-up events to curbside meetings with delivery drivers, the project team has listened to and experienced the diverse perspectives of people who live and work in, visit, and travel to and through Downtown Nashville.

Since early 2022, the project team has engaged community members and stakeholders through four discrete rounds of engagement, as well as via ongoing meetings and regular updates. All Nashvillians—including Downtown residents, business owners, visitors, and employees—had opportunities to review project information and provide input through the project website, online surveys, interactive open houses, social media, virtual and in-person focus groups, one-on-one interviews, site visits, and traditional media sources.

The project team gathered public and stakeholder input on Downtown mobility challenges and opportunities, project and funding priorities, proposed recommendations, and the draft action plan. This appendix summarizes each major phase of engagement and key takeaways that informed the final plan. A full list of Connect Downtown stakeholder and organizational meetings is available in Attachment 1.

Phase One (April to July 2022)

The initial round of engagement launched shortly after the project's first Stakeholder Task Force and Technical Advisory Committee meeting in March 2022. The purpose of this phase of engagement was to introduce the project and collect people's thoughts and opinions about transportation and mobility in Downtown Nashville. The project team published a website, developed a project overview and information cards, shared social media content, conducted stakeholder interviews and focus groups, participated in local festivals and community events, created person-on-the-street videos, and launched an online survey and mapping activity.

More than 2,100 people responded to the online survey, sharing a range of transportation challenges, priorities, and opinions about Downtown Nashville. Many respondents noted that they currently drive to Downtown destinations but would prefer to travel by other modes in the future. A majority of people identified improving transportation safety as their top priority for Connect Downtown. The input received in the first phase of engagement guided the project's vision statement, goals, and desired outcomes.

Figure 1 | Community Engagement at Earth Day Festival (April 2022)



Figure 2 | Downtown Locations with Big Transportation Challenges (Survey #1)

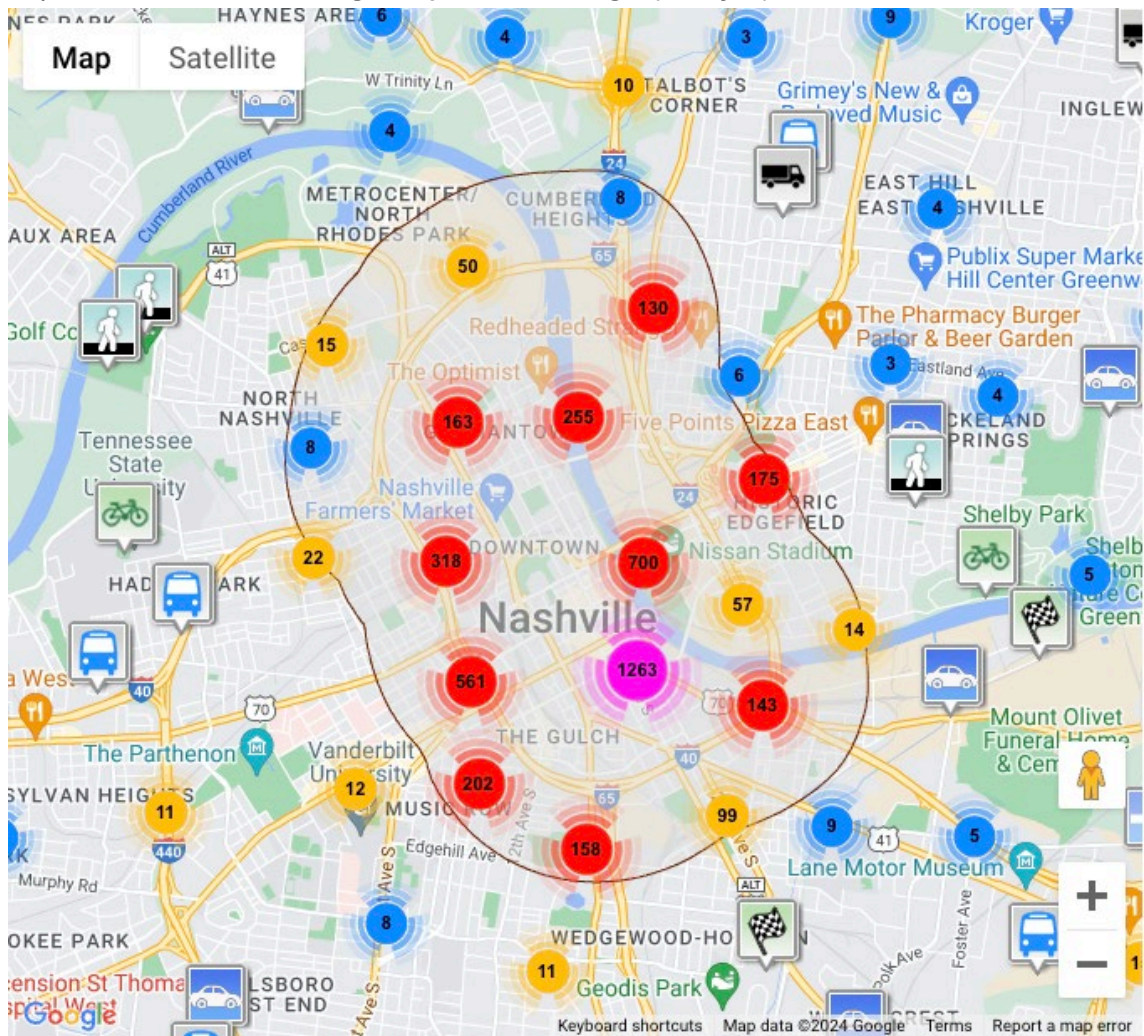
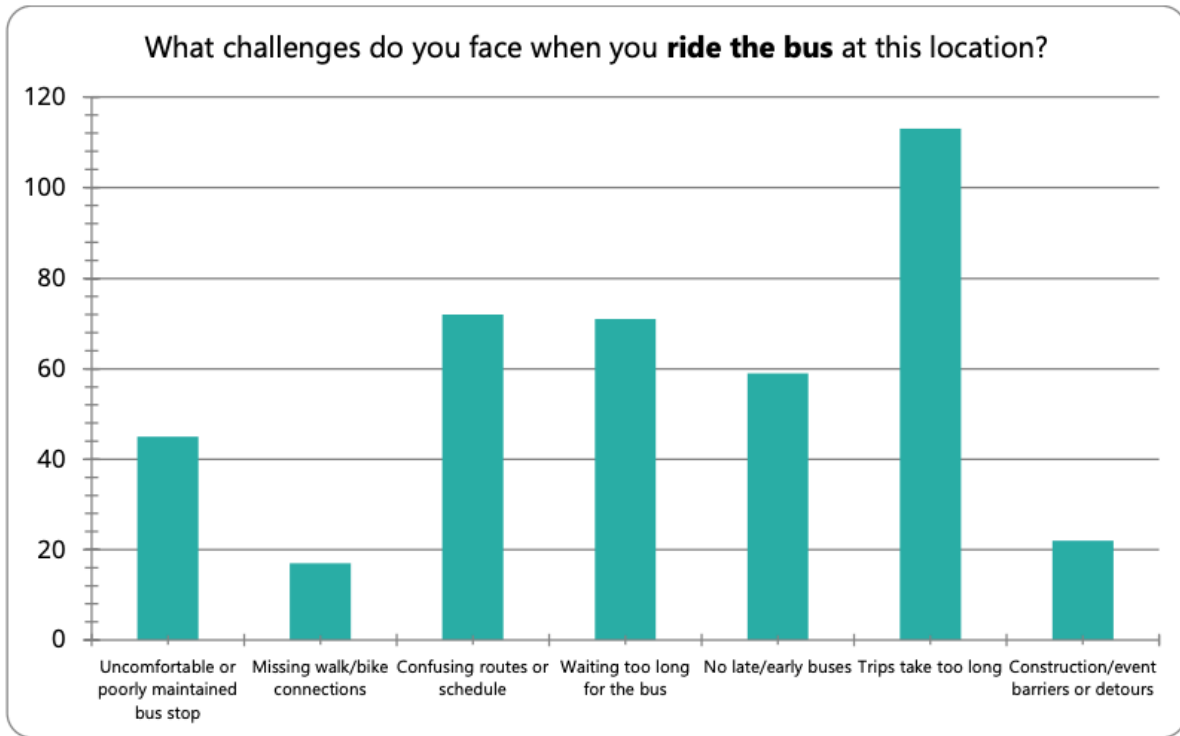


Figure 3 | Online Survey Respondents' Transit Challenges (Survey #1)



Phase Two (October 2022 to January 2023)

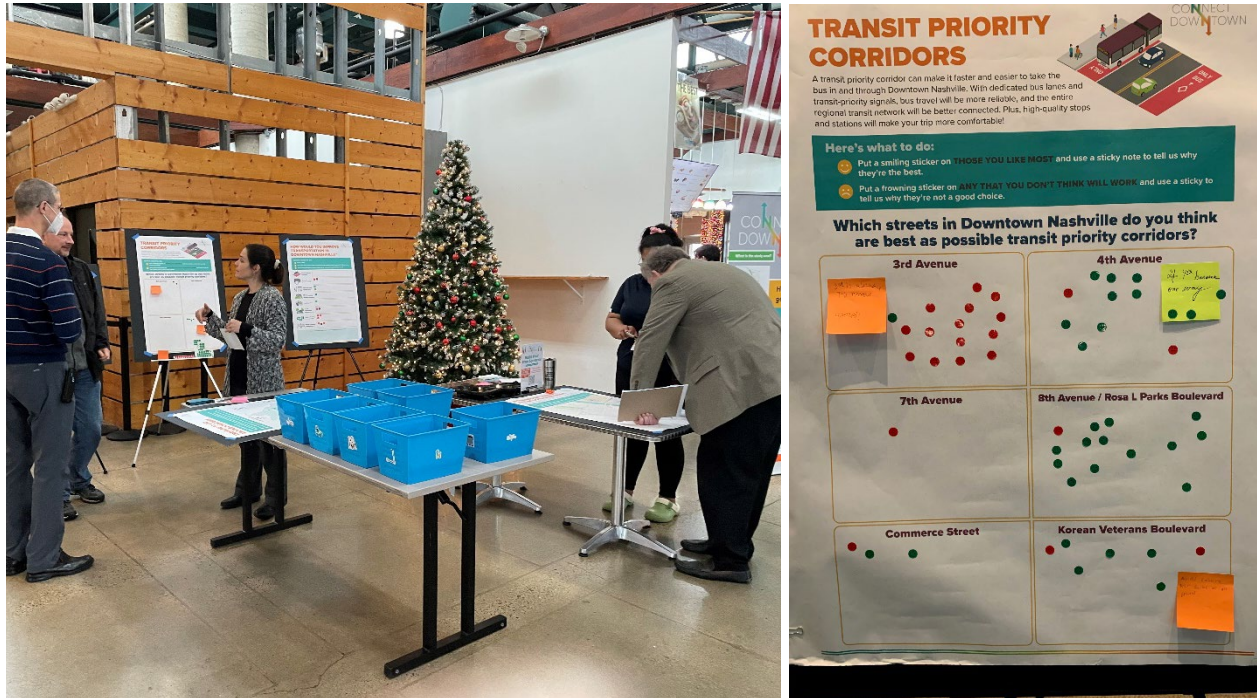
The second round of engagement focused on identifying priorities and making tradeoffs. Activities in this phase presented key areas of focus for Connect Downtown and introduced possible solutions and scenarios to improve mobility. The project team offered multiple opportunities for feedback, including listening sessions, an online “Build Your Own Scenario” survey, community events and festivals, small group meetings, and social media content.

Figure 4 | NDOT’s Instagram Promoted the “Build Your Own Scenario” Survey and Listening Sessions (November 2022)

The screenshot shows an Instagram post from the account 'nashville.dot'. The main text reads: "We want to hear from you! Connect Downtown will make it easier and safer for everyone to move to, from, and around Downtown, no matter how you travel. But we need your help to do that. Build Your Own Scenario. Tell us how you'd solve Downtown Nashville's transportation challenges. Build Your Own Scenario to get as many benefits as you can before your money is gone. Join a Listening Session. Tell us how you'd solve Downtown Nashville's transportation challenges. Build Your Own Scenario to get as many benefits as you can before your money is gone." It includes dates for listening sessions: Wednesday, Nov 2, 5:30 - 7:30 PM and Thursday, Nov 3, 11 AM to 1 PM, at the Nashville Convention & Visitors Corp. A QR code is provided to scan for more information.

The “Build Your Own Scenario” survey gave respondents a budget to spend on the transportation improvements they felt were most important for better Downtown mobility. Each improvement was assigned a safety, connectivity, and reliability rating, as well as an estimated cost. The survey required respondents to make tradeoffs, identifying priorities that maximized the benefits on a limited budget. The project team used similar activities at in-person listening sessions to collect feedback. More than 1,200 responded to the online survey, and hundreds more provided input during in-person events.

Figure 5 | Nashville Farmers’ Market Listening Session and Public Feedback (December 2022)

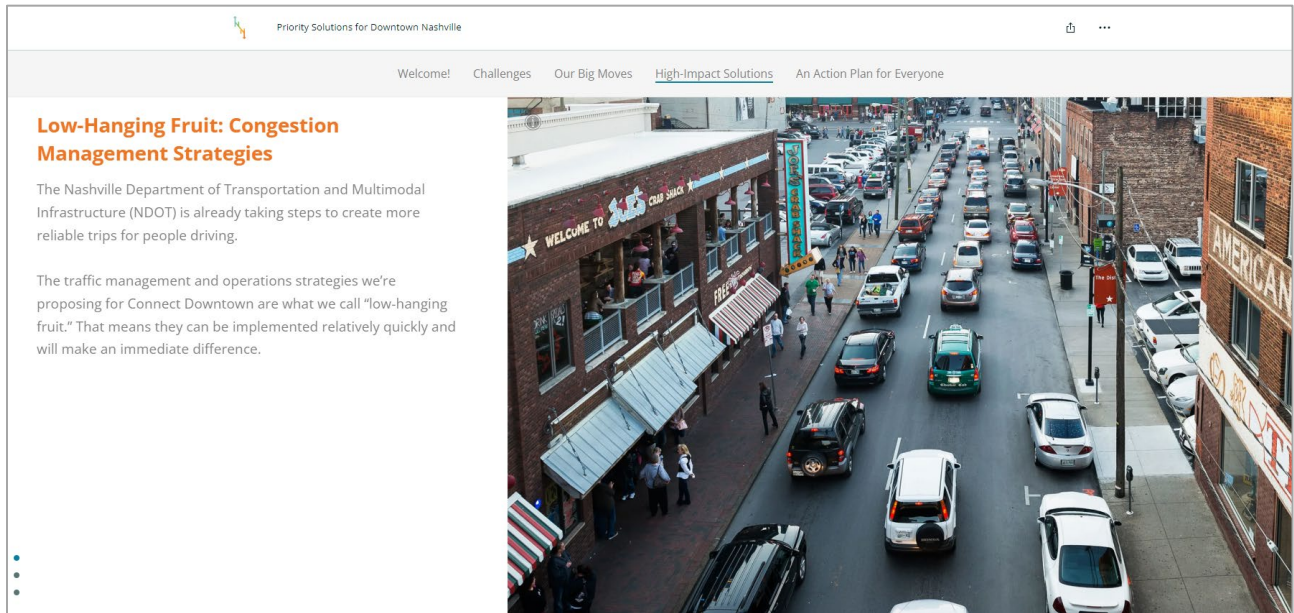


The project team used input from this round of engagement to develop priority solutions and scenarios for Downtown, which were evaluated to ensure initial recommendations would meet the project’s goals and community’s needs.

Phase Three (March to May 2023)

The third round of engagement focused on assessing whether the priority solutions met the needs of the community and would positively impact Downtown mobility. The purpose was to present proposed strategies, gather general reactions, identify any dealbreakers, and get a feel for which improvements would have the biggest impact. The project team used a similar mix of engagement methods, including an online StoryMap, open houses, project website updates and promotion, social media content, newsletters, and community events. This phase of outreach reached an estimated 50,000 people.

Figure 6 | Priority Solutions StoryMap (March 2023)



More than 1,700 people provided feedback through the StoryMap, which walked viewers through the project's background, the problems to solve, potential priority solutions, and an overview of scenarios and outcomes. The project team also hosted public open houses and held focused meetings with the Nashville Chamber of Commerce, the Urban League of Middle Tennessee, Downtown residents, the Urban Land Institute, the Greater Nashville Hospitality Association, the Broadway Merchants Association, and more.

Figure 7 | Focused Meeting with Downtown Residents at 505 Nashville (April 2023)



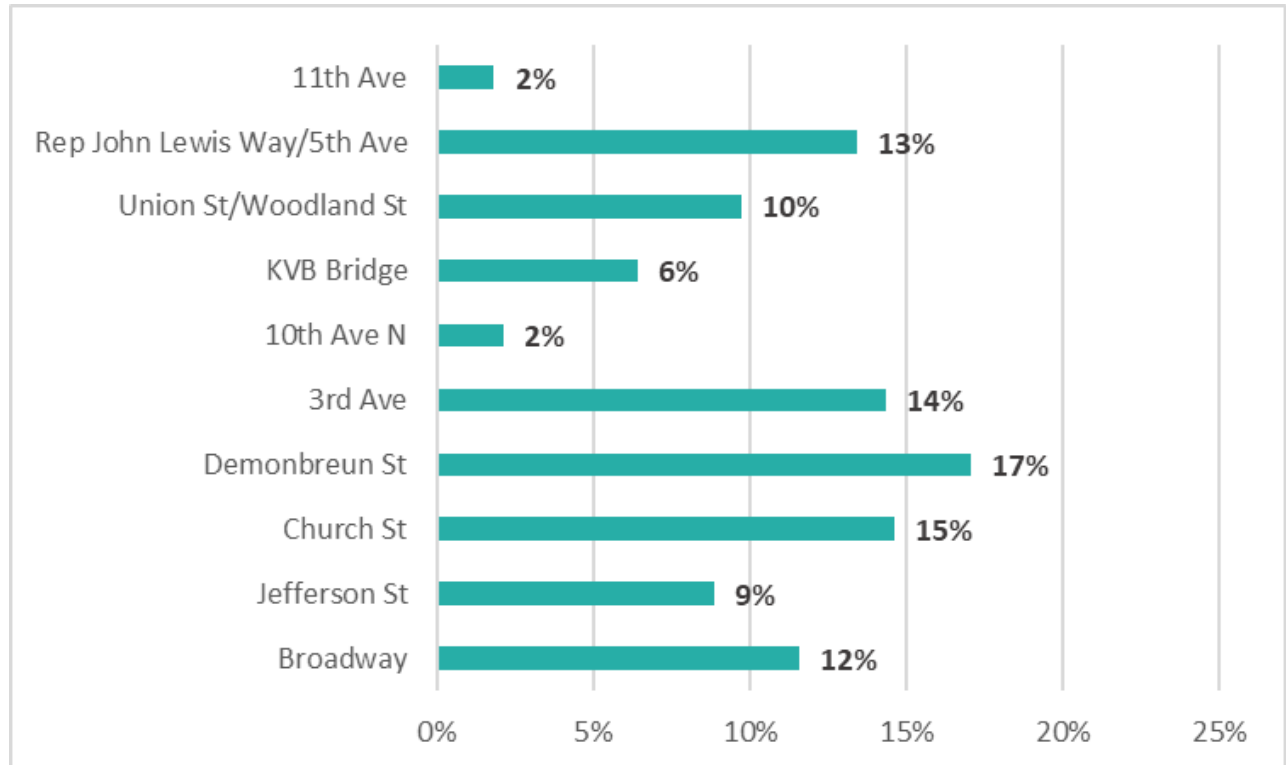
Key themes from this phase of outreach were support for traffic management strategies, interest in benefits and impacts to the greater Middle Tennessee region, and a strong focus

on pedestrian safety. The input received during this round of engagement helped the project team refine specific recommendations for transit priority corridors, mobility lanes, priority loading areas, and other safety improvements.

Figure 8 | Feedback on Open House Activity Boards (March 2023)



Figure 9 | Community Input on Priority Mobility Lanes (May 2023)



Phase Four (November to December 2023)

The final round of engagement gathered feedback on the Draft Action Plan, which presented initial Connect Downtown recommendations for public review. The draft plan incorporated community input, technical analysis, and guidance from local agencies to summarize recommendations in five “Big Moves.” The plan and a short survey were available for review on the Connect Downtown website, which had nearly 4,000 visits during this phase.

The project team hosted community open houses, led briefings for Metro committees and stakeholders, visited Downtown businesses, and shared multiple email blasts and social media posts. More than 100 people attended the community open houses, and nearly 200 people responded to the online survey. Stakeholder meetings and social media posts reached thousands of Nashvillians, with more than 95,000 social media impressions.

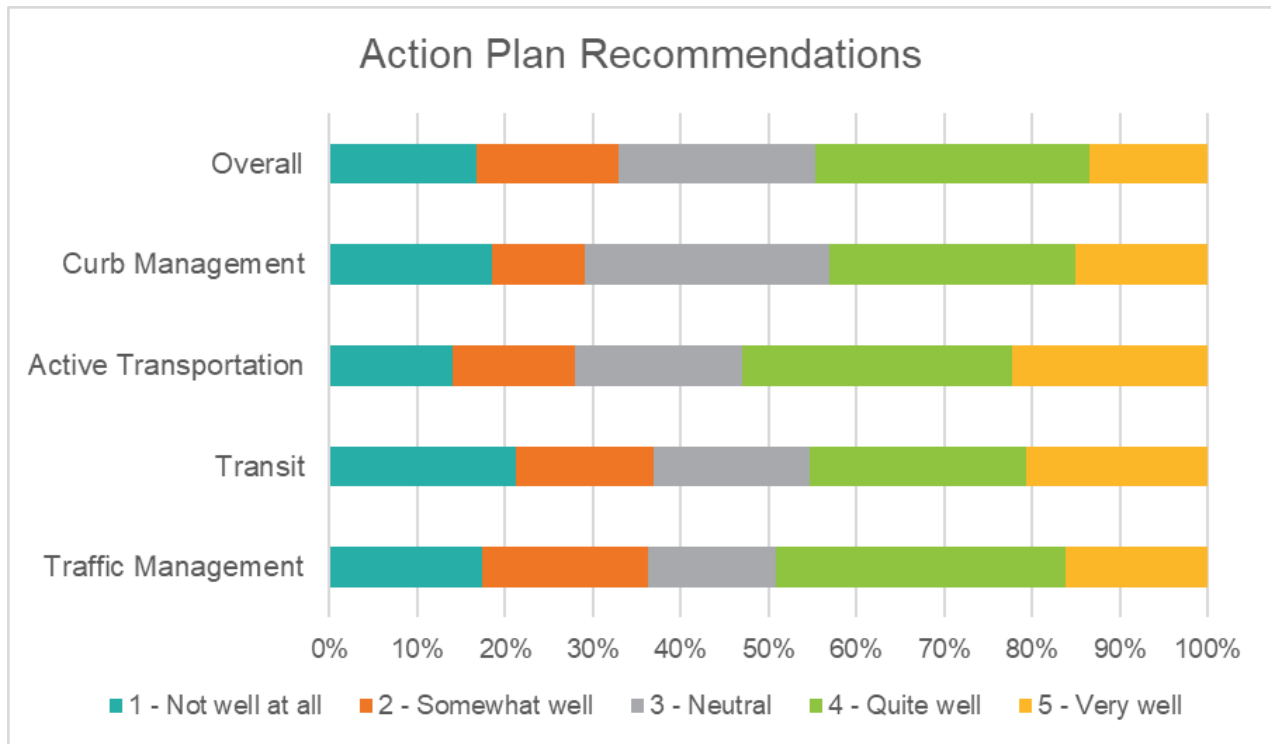
Figure 10 | Community Open House at Downtown Presbyterian Church (November 2023)



The project team asked those who reviewed the plan or attended a meeting to rate how well each category of Connect Downtown recommendations—traffic management, transit, active transportation, and curb management—met their needs. Figure 11 summarizes the input, with most people responding that the recommendations served them quite well or very well.

Participants in this phase of outreach expressed an eagerness for quick implementation, a desire for more transit priority, and the need to provide connected sidewalks and mobility lanes, safe streets and sidewalks, and carefully managed uses of the curb. The project team used this feedback to adjust the draft recommendations and finalize the Action Plan.

Figure 11 | Summary of Feedback on Draft Recommendations (December 2023)



KEY TAKEAWAYS

Community members expressed a consistent theme throughout the four rounds of Connect Downtown engagement: “Doing nothing isn’t an option.” Nashville residents, business owners, visitors, and employees shared their frustrations with and ideas to address traffic congestion, a lack of travel options, limited space for loading and deliveries, an unreliable transit system, and safe ways to move through Downtown.

A consistent concern was the impact that special events have on Downtown traffic and mobility. Targeted stakeholder meetings with the Tennessee Titans, Schermerhorn Symphony, operators of entertainment transportation vehicles, Fifth and Broadway, Broadway merchants, Gray Line, and others helped the project team ensure that Connect Downtown is responsive to the unique perspectives and experiences of those who serve Nashville’s booming visitor industry.

Overall, the many Connect Downtown engagement activities gave Nashvillians the opportunity to help shape the future of Downtown transportation with a focus on providing a safe, connected, accessible, and vibrant experience for all.

Attachment 1 | Connect Downtown Stakeholder and Organizational Meetings

Organization	Individual/Partner	Date
Giarratana Development	Tony Giarratana, Jenny McClain	3/28/2022
Nashville Central Labor Council	Vonda McDaniel	3/29/2022
TomKats Hospitality	Tom Morales	3/30/2022
2nd Ave Recovery Team	Michelle Scopel, Nora Yo	3/30/2022
Imagine East Bank Tour	Ben York	3/31/2022
Transportation Licensing Commission	N/A	4/19/2022
Pie Town Study Team	Kimley Horn	4/21/2022
Downtown Street Vendors	N/A	4/29/2022
Council District 19	Councilmember Freddie O'Connell	5/2/2022
Mayor's Office	Kendra Abkowitz	5/4/2022
Brookfield Properties	Tom Miller	5/5/2022
Colliers	Janet Miller	5/5/2022
Beer Delivery Providers	Barrett Hobbs	5/23/2022
Music City Center	Charles Starks, Elisa Putman	5/23/2022
Metro Planning	Lucy Kempf	5/23/2022
Imagine East Bank	Ben York, Anna Grider	5/23/2022
Sugar Creek Carriages	Gary Blackburn	5/25/2022
Metro Planning Design Studio	N/A	5/25/2022
Transportation Licensing Commission	N/A	5/26/2022
Alliance Bernstein	Patrick McAnally	6/29/2022
Nashville Sounds	Adam English	7/13/2022
Amazon	Michelle Brown, Courtney Ross	8/5/2022
Metro Nashville Police Department	Clint Gilleland	8/11/2022
Metro Nashville Police Department	Christopher Bryant	8/19/2022
APAC	N/A	9/28/2022
Neighbor to Neighbor	Jim Hawk	10/10/2022
Nashville Symphony	Alan Valentine	10/31/2022
Nashville Downtown Partnership Happy Hour	Kacy Stern	11/3/2022
Greater Nashville Regional Council Technical Coordinating Committee	N/A	11/14/2022

Organization	Individual/Partner	Date
MTA Board	N/A	11/15/2022
Special Events and Hospitality	Alan Valentine, Leesa LeClaire	11/28/2022
Vanderbilt University Transportation and Mobility Office	Lindsey Ganson, Michael Briggs	11/29/2022
Hastings / Highwoods	N/A	2/15/2023
Shared Use Mobility Providers	N/A	2/17/2023
Walk Bike Nashville	Meredith Montgomery, Wesley Smith	2/17/2023
Rideshare Companies / Service Providers / Delivery Drivers / Entertainment Transportation Vehicles	Barrett Hobbs	3/7/2023
Nashville Chamber	Brian Kelly, Victoria Payne	3/8/2023
Traffic and Parking Commission	N/A	3/13/2023
Transportation Licensing Commission	N/A	3/23/2023
Giarratana Residents	Tony Giarratana, Jenny McClain	3/28/2023
Music City Center	Charles Starks, Elisa Putman	3/28/2023
Nashville Convention & Visitors Corp Group 1	vendors, distributors, services, corporate members	3/29/2023
Nashville Convention & Visitors Corp Group 2	bars and restaurants	3/29/2023
Nashville Convention & Visitors Corp Group 3	attractions, transportation companies, tours	3/29/2023
Broadway Merchants Association	Kelly Kaplan	3/30/2023
ULI Nashville	Jennifer Carlat	3/31/2023
Liquor Distributor Stakeholders	Joe Starnes	4/13/2023
Urban League / JUMP	Kenya McGruder	4/18/2023
Titans	David Haywood, Ashlee Stokely	4/18/2023
Greater Nashville Hospitality Association	Leesa LeClaire	4/20/2023
NAIOP Commercial Real Estate Development Association	N/A	4/25/2023
Downtown Neighborhood Association	Kacy Stern	4/26/2023
3rd Ave Stakeholders	Johnny Cash Bar	5/5/2023
Assembly Food Hall	Lea Anne Lancaster, Tommy Goff	5/9/2023
Downtown Night Mayor	Benton McDonough	5/9/2023

Organization	Individual/Partner	Date
Reyes Holdings (Broadway Deliveries)	Ryan Haynes	5/11/2023
Alliance Bernstein	N/A	5/16/2023
Uber	N/A	5/22/2023
MTA Board	N/A	5/25/2023
Parks & Recreation / Greenways Commission	Cindy Harrison	6/2/2023
Uber	N/A	6/6/2023
Traffic and Parking Commission	N/A	6/12/2023
Uber and Lyft	N/A	7/6/2023
Transit Alliance of Middle Tennessee Board	Jessica Dauphin	7/13/2023
Uber and Lyft	N/A	8/7/2023
Councilmember-Elect Jacob Kupin	Jacob Kupin	9/5/2023
Hume Fogg High School	Rick Stanley	9/27/2023
Transportation Licensing Commission	N/A	9/28/2023
Transportation & Infrastructure Committee Chair	Councilmember Sean Parker	10/13/2023
Mayor Freddie O'Connell	Mayor Freddie O'Connell	10/17/2023
WeGo Operators	Felix Castrodad	10/23/2023
Nashville Fire and Rescue (NFD)	Chief Swann	10/23/2023
Councilmember Jacob Kupin	Matt Purvis	10/24/2023
Parks & Rec/Greenways Commission	Cindy Harris	10/27/2023
Tennessee APA / Tennessee ITE Conference	N/A	10/27/2023
Council District 17	Councilmember Terry Vo	10/30/2023
Transportation & Infrastructure Committee Chair	Councilmember Sean Parker	11/7/2023
Traffic and Parking Commission	N/A	11/13/2023
Hastings / Highwoods / Hensler / Congress Group / CB Ragland	N/A	11/14/2023
Vice Mayor Angie Henderson	Vice Mayor Angie Henderson	11/14/2023
Urban League	Kenya McGruder, Aron Thompson	11/15/2023
Nashville Downtown Partnership Board	N/A	11/15/2023

Organization	Individual/Partner	Date
RTA Board	N/A	11/15/2023
3rd Ave Stakeholders	Michael Hayes	11/16/2023
Transportation Licensing Commission	N/A	11/16/2023
MTA Board	N/A	11/16/2023
Councilmember Sean Parker	Matt Purvis	
Grayline & Old Town Trolley	Steve Burress, Chuck Abbott	11/29/2023
Civic Design Center	Eric Hoke	11/29/2023
Vision Zero Advisory Committee	N/A	11/30/2023
Greater Nashville Hospitality Association	Leesa LeClaire	12/4/2023
Greater Nashville Hospitality Association	Leesa LeClaire	12/4/2023
Tennessee SMART Mobility Expo	N/A	12/5/2023
Hilton Nashville Downtown	Will Freeman	12/6/2023
Downtown Code Design Review Committee	N/A	12/7/2023
Public Library	Kyle Barber	12/8/2023
Motorcoach Operators	N/A	12/18/2023
Symphony / Highwoods / CB Ragland / Hastings / Hines	N/A	12/21/2023
ULI Nashville Building Healthy Places Member Lunch	Jennifer Carlat	2/6/2024
Hume Fogg High School / Downtown Public Library	Rick Stanley	2/16/2024
East Bank Project Team	Ben York	2/21/2024
Music City Center	Charles Starks	2/23/2024
2nd Ave Stakeholders	Michelle Scopel	2/27/2024
Nashville Connector	Meghan Mathson	3/4/2024
3rd Ave Stakeholders	Michael Hayes	3/7/2024
Traffic and Parking Commission	N/A	3/11/2024
Transportation Licensing Commission	N/A	3/21/2024
MTA Board	N/A	3/28/2024
Metro Planning Commission	N/A	3/28/2024