



COMMUNITY DEVELOPMENT • 1140 Terex Road • Hudson, Ohio 44236 • (330) 342-1790

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## MEMORANDUM

**To:** City Council

**From:** Emily Fernandez, Community Project Planner

**CC:** Thom Sheridan, City Manager; Greg Hannan, Community Development Director; Brad Kosco, City Engineer

**Date:** January 30, 2024

**Subject:** **Sidewalk & Trail Master Plan (Connectivity) Update Jan. 2024**

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### Background

On December 12, 2023, staff presented a proposed scope of work for the 2026-2030 Sidewalk & Trail Master Plan update. Council provided feedback on connections of interest and factors to be considered when evaluating connections. Council expressed general agreement with suggested public engagement activities. Staff is seeking confirmation on a more detailed engagement outline, including logistics of the ward sessions, potential mail notices, and revised ranking factors. Confirming the engagement strategy by February will align with the anticipated timeline of commencing engagement in March.

### Public Engagement: Ward Sessions

#### Representatives:

During the last update effort, focus sessions were held via video call for each ward and for an at-large group, for a total of five (5) sessions. Each Council member, including at-large members, appointed two representatives who participated in an initial kickoff meeting as well as their respective ward sessions.

For the 2024 effort, staff proposes holding one session for each of the four wards, for a total of four sessions. At-large Council members could invite representatives to attend respective ward sessions rather than holding a separate meeting. This option would achieve representation from all wards, minimize the possibility of some voices being “double-counted”, and allow for neighborhood focused discussions. Ward sessions were sized at approximately 15 participants in the previous plan, which worked well in the virtual format. Staff suggests that each Council person provide nominees to be invited to the sessions as representatives of the wards. Council members could provide the following number of nominees in order to reach the desired group

size:

- *Ward Representatives*: provide 12 names from their own ward
- *At-Large Representatives*: provide 8 names, 1-2 from each ward

This would result in approximately 16-20 participants invited to each session. Council representatives and staff would also attend.

### **Meeting Format:**

The same format as the 2020 sessions would be applied. Virtual video meetings would be scheduled on weekday evenings for approximately one (1) hour. Council would welcome participants and staff would provide background on the planning effort. Participants would then be asked to provide feedback on priority connections and other considerations.

Meeting minutes would be recorded. Summaries of the priorities from each session would be included in the Resident Feedback Report.

## **Public Engagement: Other**

Other input to inform the Resident Feedback Report could be obtained through:

- **Online Engagement:** Continue open-ended feedback form from last effort; enhance with an interactive mapping tool
- **Attendance at Earth Day:** Generate awareness of the plan and encourage residents to share feedback on the project website
- **Walk & Talk Public Meeting:** Staff and Council members to facilitate in April or May. Attendees to be invited on a walk that concludes at the location of an open-house style public meeting regarding connectivity.
- **Bike & Brainstorm:** AMATS to facilitate around May (staff and Council members to attend)

Based upon past resident input, staff suggests gathering direct feedback from residents who live along proposed sidewalks. The following additional effort is suggested:

- **Direct Mailers:** Staff could identify 5-10 tentative priority segments (based on feedback from ward sessions and online engagement) and send mailers to residents along each segment to notify them that their street has been identified as an area of interest for future sidewalks. Mailers could be sent in May in order to include the input in the Resident Feedback Report that staff will present to Council in June. This effort would not replace the direct mailers that the City already sends to inform residents when construction is anticipated to occur on their street.

## **Ranking Considerations**

At the 12/12/2023 meeting, Council indicated the ranking criteria that would be important in the prioritization for the next round of sidewalk connections. Factors could include:

- Connects neighborhoods to destinations (parks, schools, other neighbors)
- Increases safety (fast roads where it is most unsafe for pedestrians)
- Completes a 'missing link' (between two existing/funded sidewalks)

- Connects to neighborhood amenities (ex. neighborhood pool or tennis court)
- Serves more residents (analyze number of households/residents served per segment)

Preliminary factors for the current plan are similar to the previous plan, with the primary difference being changes to point values based on Council input about priorities (i.e. safety, connection to parks). A GIS analysis of the number of residents served by each segment would replace the factor related to intersecting streets.

### Previous Ranking Factors

Item	Description	Segments WT. Value
1	Connects a neighborhood to a school	Yes = 15, No = 0
2	Links multiple existing or funded connections	Yes = 10, No = 0
3	Connects to a Park	Yes = 10, No = 0
4	Connects to a Regional Trail	Yes = 10, No = 0
5	Top 5 Resident Feedback Report Survey	Yes = 10, No = 0
6	High Speed; $\geq 35$ MPH	Yes = 10, No = 0
7	High Traffic; $> 5,000$ Average Daily Traffic	Yes = 10, No = 0
8	Intersecting Neighborhood Streets	2 points per street

### Preliminary Ranking Factors

Item	Description	Value
1	Connects a neighborhood to a school	15
2	Connects to a park	15
3	Is a collector road	15
4	High Speed ( $\geq 35$ MPH)	15
5	Links multiple existing or funded connections	10
6	Connects to a regional trail	10
7	Top 5 in resident feedback survey	10
8	Number of residents served* (Pts = 5, 10, 15)	5, 10, 15

\*Segments to be assigned a point value based on GIS analysis.

The ranking system could be adjusted before the final plan is developed.

## Branding the Effort

The 2013 and 2018 versions of this effort were called the “Connectivity Plan”. The title was updated in 2021 to “Sidewalk and Trails Master Plan”. Staff suggests choosing a shorter and more comprehensive title to cover future updates of the plan as related to sidewalks, trails, and multipurpose or bike paths. A catchy title could help brand the effort long-term. It could potentially be accompanied by a logo, similar to how the City develops specialty logos for various events and programs. Staff proposes retitling to “Walk & Bike Hudson”. Examples below of other logo variations and logo mockups for ‘Walk & Bike Hudson’:

