TRENTON
250
1792-2042

Trenton's Long-range
Comprehensive Master Plan

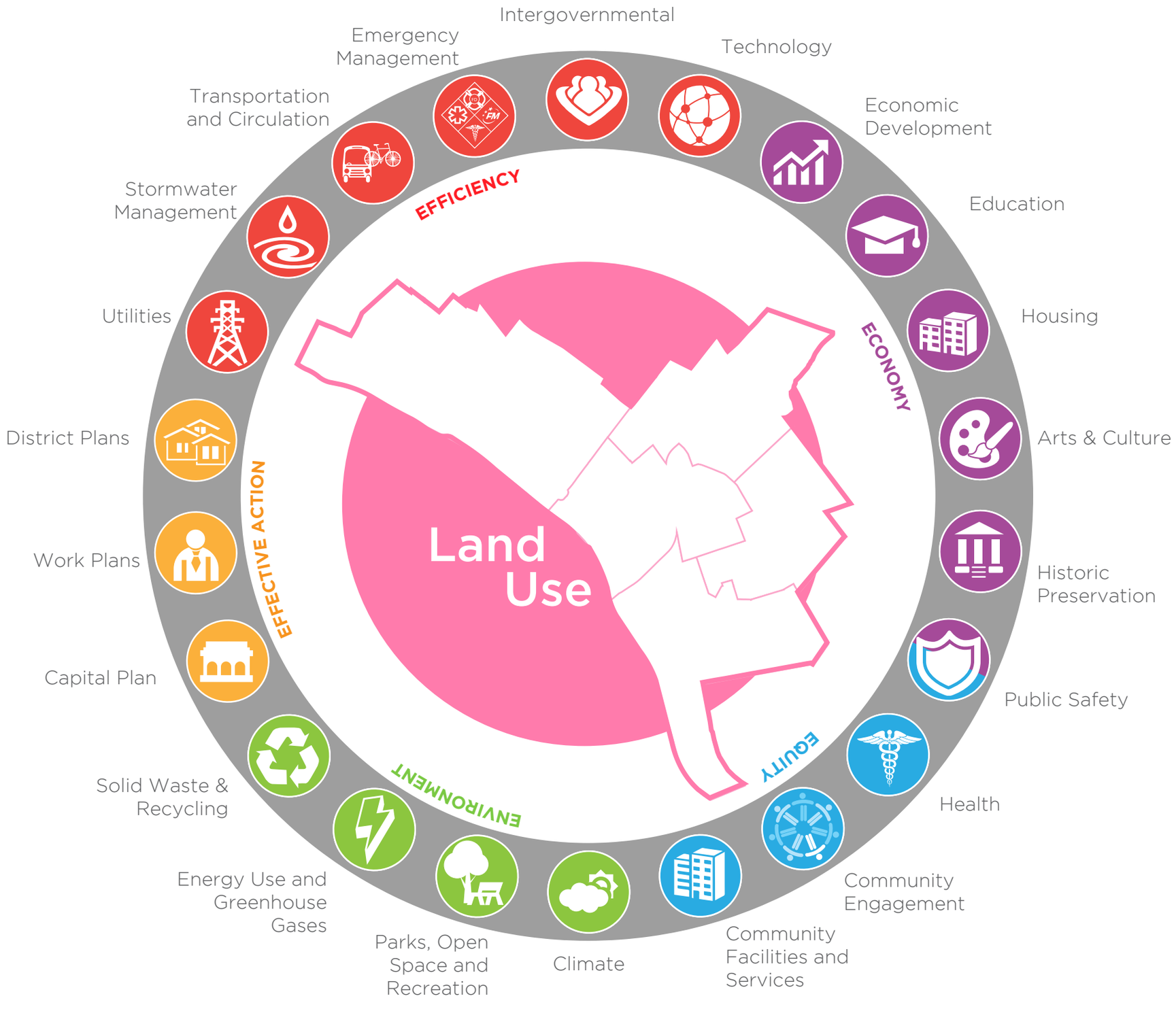
DVRPC Public Participation Task Force

TRENTON
DIVISION *of* PLANNING

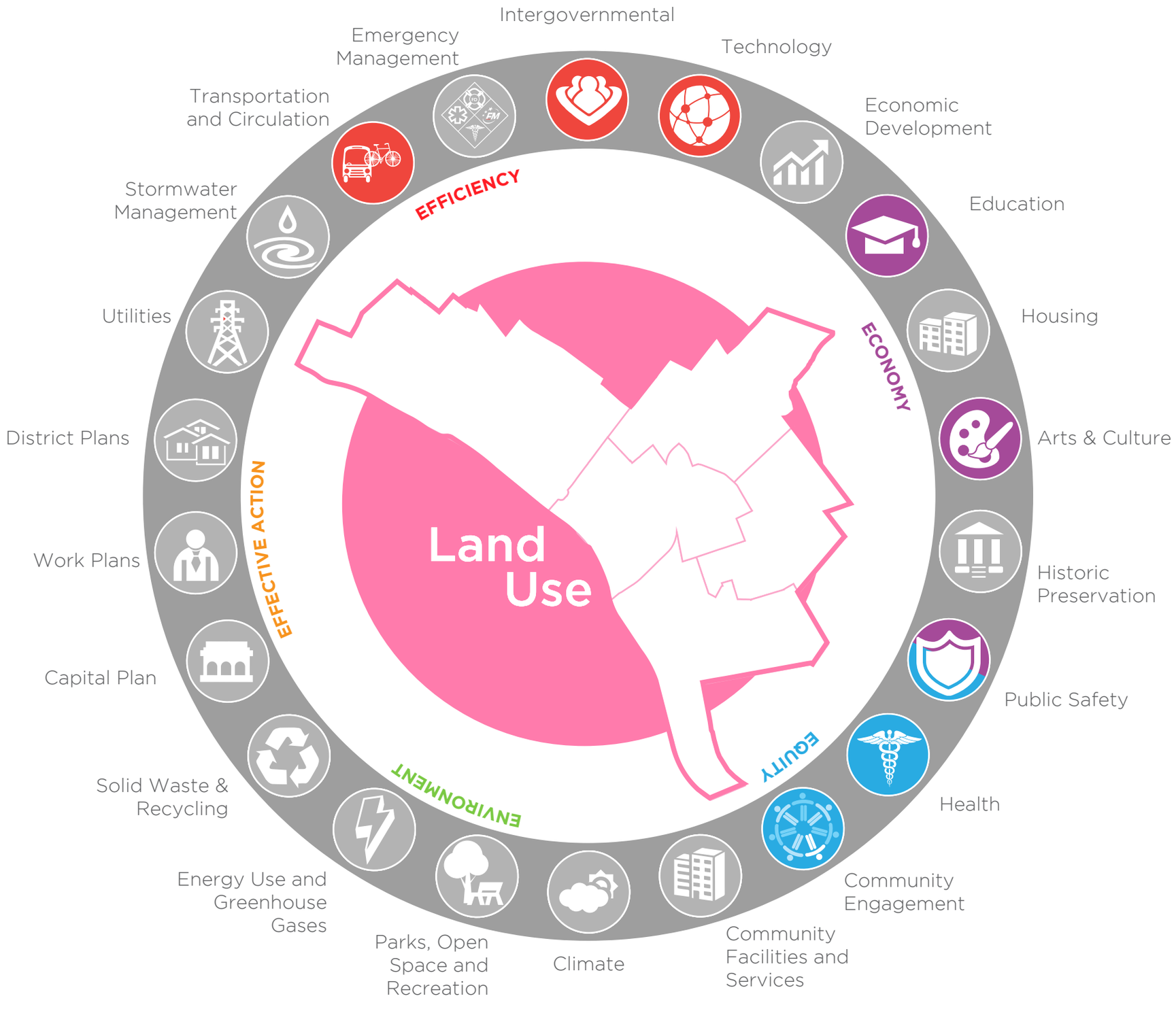
Creating a Long-Range Framework

- Planning Board Approval of a Comprehensive Approach
- Community Listening Tour
- City Council Pass Resolution of Acknowledgment

The Framework



The Framework: Public Additions



Plan Development Phase

Vision250

PHASE 1

Land Use Plan & Priority Elements

PHASE 2

Completion of Elements

PHASE 3

Plan Development Phase

Vision250

PHASE 1

Land Use Plan & Priority Elements

PHASE 2

Completion of Elements

PHASE 3

Project Goals (Abbreviated)

Create consensus around a community-driven vision for Trenton

Expand participation to include those who do not traditionally get involved in civic visioning activities

Include the large and expanding Spanish speaking (Latino) community

Promote and Educate about Trenton250 and Master Planning

Background: real disconnect between City Hall and the population of Trenton

Phase I Visioning Approach

Info Campaign ⟷ **Public Input**

Traditional Media	⟷	Project Website
Social Media	⟷	Public Meeting
On the Ground	⟷	Stakeholder Meetings

Public Review

Traditional Media

The Times

Revising Trenton's Master Plan

Trenton Mayor Eric Jackson, left, waves to a member of the audience at the Trenton Chapter of the MidJersey Chamber of Commerce Trenton Economic Development Breakfast held at the Wyndham Garden Hotel in Trenton on Wednesday, July 15, 2014. Chamber President Robert Prunetti is at right. *(Michael Marcuso/The Times)*

Thursday, July 17, 2014

TRENTON – Placing orange dots on a chart, local business owners overwhelmingly identified the need for a reduction in crime in Trenton as one of the ways they believe that the city can improve economic development at a breakfast event for the MidJersey Jersey Chamber of Commerce this morning.

Along with public safety, they also pointed to improving education, encouraging arts and related attractions and growing downtown businesses and residents. The feedback will be used by employees of the officials of the city's Department of Economic Development as they revise the city's master plan in a program called Trenton 250, which was touted as an important tool for shaping the future of Trenton in a speech by newly elected Mayor Eric Jackson.

The Times

Trenton's good is being marshalled to rout out the bad and the ugly

Trenton Mayor Eric Jackson, left, waves to a member of the audience at the Trenton Chapter of the MidJersey Chamber of Commerce Trenton Economic Development Breakfast held at the Wyndham Garden Hotel in Trenton on Wednesday, July 15, 2014. Chamber President Robert Prunetti is at right. (*Michael Marcuso/The Times*)

By ***Times of Trenton Editorial Board***

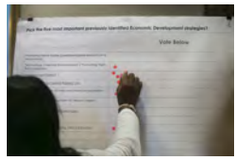
Thursday, July 24, 2014

Animated by thousands of state workers during the week, the city of Trenton becomes eerily still on the weekends.

For decades, the city has faced the daunting challenges of encouraging state workers to stay in the city after 5 p.m. and ensuring enough traffic to keep shops, cafés and other business ventures from atrophy.

The Times

Opinion: Help map capital city's future with Trenton250



(*Michael Marcuso/The Times*)

Times Op-Ed

Thursday, July 17, 2014

By Monique King-Viehland

As the new Acting Director of the Department of Housing and Economic Development for the City of Trenton, I encourage readers to participate in Trenton250 (Trenton250.org), the city's first comprehensive Master Plan.

Through a "community visioning" phase and proposed thematic elements to the plan (such as economic development, housing, education, land use, arts and culture and transportation), the official city Master Plan attempts to answer a very important question: What should Trenton be like in 10, 20 and 30 years?

How we as a community answer this question will have long-term implications for the city, its citizens and its businesses. For example, the vision and goals established in the

Accomplishments

9 Print and Online Newspaper Adds

1 Radio Interview

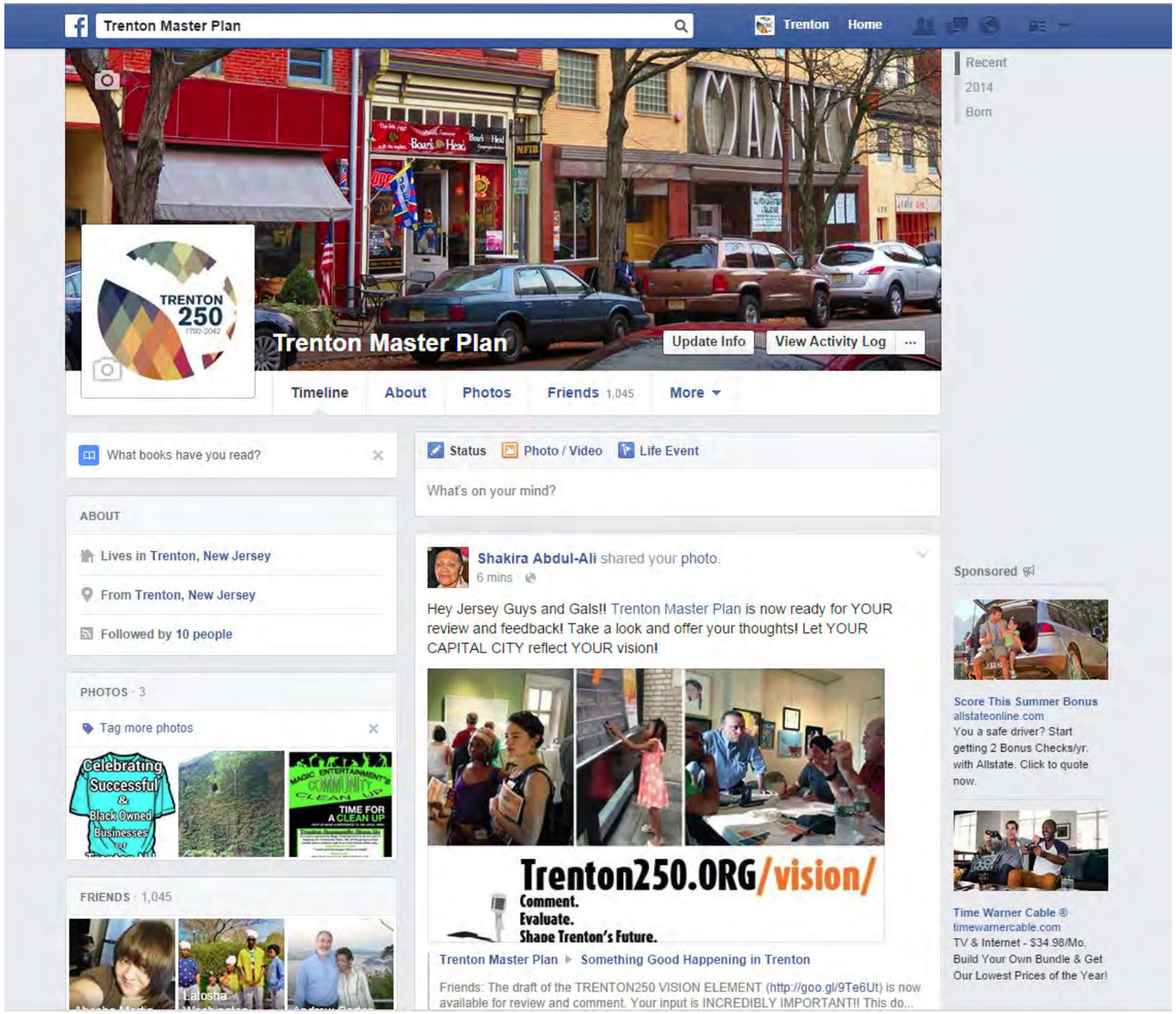
Lessons Learned

You can not get started early enough establishing contacts

Utilize Opinion, Letter to the Editor, and the Editorial Board

Traditional Media is still effective means for informing citizens

Social Media



Accomplishments

1000+ Friends on Facebook

100+ Friends on Twitter

30+ Friends on Twitter

Lessons Learned

Must start with the social media campaign early

Facebook is BY FAR the most widely used social media site

Expect a limited number of people to be online champions

Effective means of reaching a broader audience

You can get email address of your facebook friends

On-the-Ground

Accomplishments

Art All Night (300+ Vision Statements)

Pork Roll Festival (Big website turnout)

Chalkboards (Unknown)

Lessons Learned

Face-to-face conversations are most effective

Be prepared with literature and a “next step” after event

Be visible, fun, and creative but don’t let activity distract from main mission: informing people

Have a means of measuring success

Monitoring Effectiveness: Google Analytics

Website Launch Party
137 Users

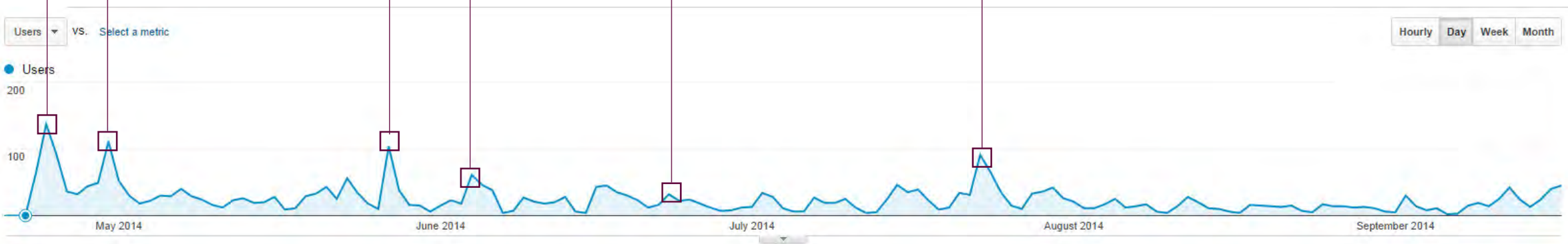
First News Article
111 Users

Pork Roll Festival
104 Users

Article on Youth Summit
61 Users

Art All Night
43 Users

Stakeholder Meetings
91 Users



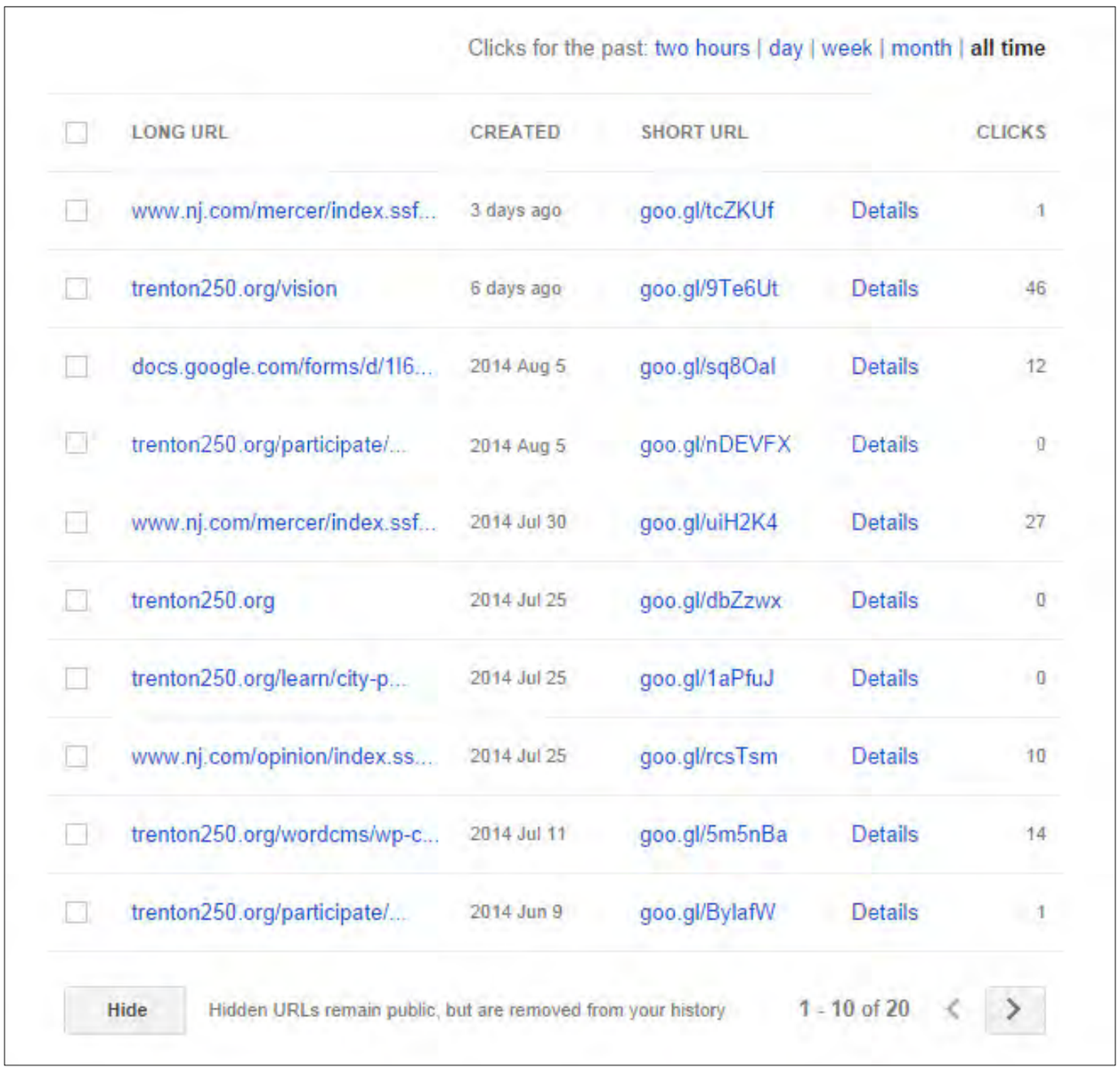
Lessons Learned

Broad numbers

Demographic data is generally had to substantiate

Effective when combined with "context" information

Monitoring Effectiveness: Goo.gl



Clicks for the past: two hours | day | week | month | **all time**

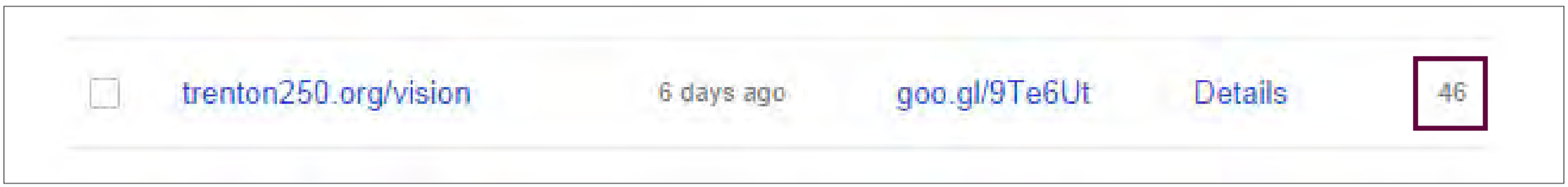
LONG URL	CREATED	SHORT URL		CLICKS
www.nj.com/mercer/index.ssf...	3 days ago	goo.gl/tcZKUf	Details	1
trenton250.org/vision	6 days ago	goo.gl/9Te6Ut	Details	46
docs.google.com/forms/d/1I6...	2014 Aug 5	goo.gl/sq8OaI	Details	12
trenton250.org/participate/...	2014 Aug 5	goo.gl/nDEVFX	Details	0
www.nj.com/mercer/index.ssf...	2014 Jul 30	goo.gl/uiH2K4	Details	27
trenton250.org	2014 Jul 25	goo.gl/dbZzwx	Details	0
trenton250.org/learn/city-p...	2014 Jul 25	goo.gl/1aPfuJ	Details	0
www.nj.com/opinion/index.ss...	2014 Jul 25	goo.gl/rcsTsm	Details	10
trenton250.org/wordcms/wp-c...	2014 Jul 11	goo.gl/5m5nBa	Details	14
trenton250.org/participate/...	2014 Jun 9	goo.gl/BylafW	Details	1

Hide Hidden URLs remain public, but are removed from your history 1 - 10 of 20

Lessons Learned

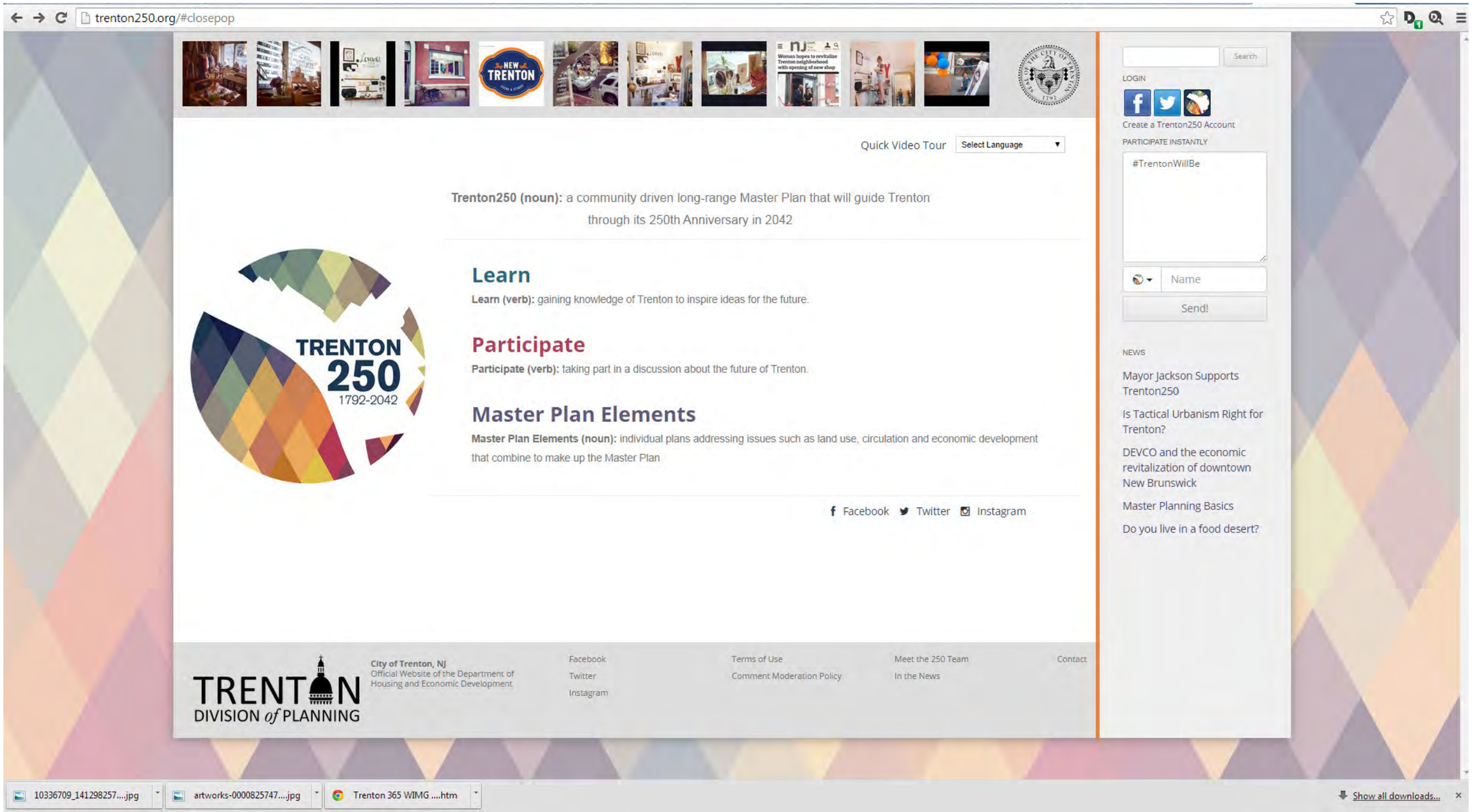
Effective for monitoring individual efforts (especially on social media)

Simple and Free



trenton250.org/vision 6 days ago goo.gl/9Te6Ut Details 46

Project Website



Project Website

Accomplishments

2000+ Unique Users

- 500 with Trenton ISP
- 500 in surrounding Area

1/2 of Users “Under 34”

~150 surveys taken

60+ comments on blog

40+ images submitted in Contest

22 SWOCs were identified

Lessons Learned

Digital divide makes the website an effective tool only for certain residents / users. Websites will likely be most effective in places with higher education attainment levels and a more professional workforce.

Must have partners / efforts to drive traffic to the website

Must understand the effort that is required to contribute vs. passively interact with the website. Understand this may **increase** the “loudest voice gets the most attention” phenomenon.

> **1% Rule**: “90% of the participants of a community only view content, 9% of the participants edit content, and 1% of the participants actively create new content.”

Websites are very fertile ground for outreach efforts and the potential is immense.

Public Meetings: Youth Summit

Accomplishments

200 Participants

50 Visions

100s of SWOCs (aka SWOTs)

Lessons Learned

Utilize existing institutions

Youth are VERY in tuned with issues and opportunities in their communities

Working with younger communities builds credibility

Public Meetings: Latino / Spanish Speaking

Accomplishments

200 Participants

50 Visions

100s of SWOCs (aka SWOTs)

Lessons Learned

Utilize existing institutions

Allow for extra time to disseminate information

Community is had some unique concerns but overwhelmingly address similar issues as other groups

Dedication to multi-lingual efforts is more expensive / time consuming

Public Meetings: Ward

Accomplishments

89 people attended public meetings

11 small-group consensus visions + goals and SWOCs

Lessons Learned

Go to them

Promote through existing community leaders

Understand the importance of space: scout out locations and be prepared to adjust efforts accordingly

Stakeholder Meetings (Aka “Stakeholder Forums”)

Accomplishments

110 people attended stakeholder meetings

80 goals and 300 votes

Lessons Learned

When scheduling, balance what information they can provide with their roll in generating support

Promote through existing institutions

Use keynote speakers as a means of generating an audience

Organize around themes

Building Capacity

important: The Master Plan will take YEARS to finish

Developed a list with ~700 contacts (email and phone) of people who participated or expressed interest in the Master Plan (1000+ facebook friends)

Strengthened the network of people who can facilitate participation in future elements

Greatly enhanced the profile of the Master Plan and understanding about how it will affect the development of the City of Trenton

TRENTON 250

1792-2042

Welcome to *PhillyFreightFinder*, the freight mapping and data platform for the Delaware Valley!

PhillyFreightFinder is a dynamic, web-based mapping application that pinpoints freight facilities and freight activity in the Philadelphia-Camden-Trenton region. In addition, this tool also highlights how the various freight system components intertwine and complement one another.

PhillyFreightFinder contains 20 individual layers and over 350 features of infrastructure and facilities that are organized into seven categories. These elements form the core of the region's extraordinary freight network and services that link the region to the global economy.

PhillyFreightFinder is fully customizable, giving you-the user, the ability to easily control both the extent of the mapping window and the combination of layers to be displayed.

Our Region
Learn about the DVRPC region and view county-level freight statistics

Freight Planning
Learn more about DVRPC and our freight planning program

Our Data
View our data sources and download the data behind PhillyFreightFinder

Start exploring freight in our region!

You can search by facility or place name by using the search dialog or browse the region with the map viewer.

Search by facility or place name

or

Explore in Map Viewer

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The Delaware Valley Region

The PhillyFreightFinder application covers Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pennsylvania, and Burlington, Camden, Gloucester and Mercer counties in New Jersey.

This region contains an impressive freight transportation network consisting of highways, rail lines, ports, airports, and pipelines. There are also many related support facilities such as warehouses, manufacturing sites, rail yards, and truck stops.

The Delaware Valley is strategically positioned in the middle of the densest population center in the United States. Over 100 million people live within a 500-mile radius of Philadelphia, representing a vast consumer base and making the region ideally situated as a manufacturing and distribution hub.

DVRPC Region

TRUCKING/HIGHWAY STATISTICS

- **352** MILES INTERSTATE ROUTES
- **1.0k** MILES NATIONAL HIGHWAY
- **11** NHS CONNECTORS
- **106** INTERSTATE HIGHWAY INTERCHANGES
- **9.8m** DAILY TRUCK MILES

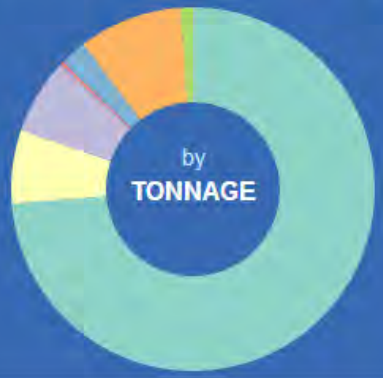
FREIGHT RAIL STATISTICS

- **689** MILES FREIGHT TRACKAGE
- **32** YARDS AND INTERMODAL TERMINALS

PORT & MARITIME STATISTICS

- **31** PORT TERMINALS
- **1.7k** ANNUAL SHIP CALLS

Total Shipments by Mode [2010]



Truck | Rail | Water | Air/Air + Truck | Multiple Modes | Pipeline | Other

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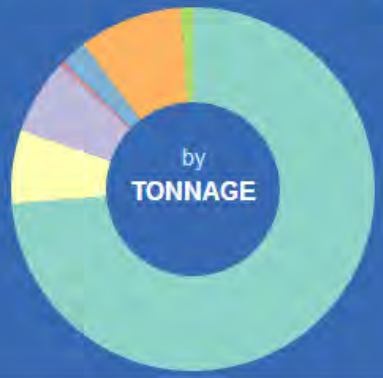

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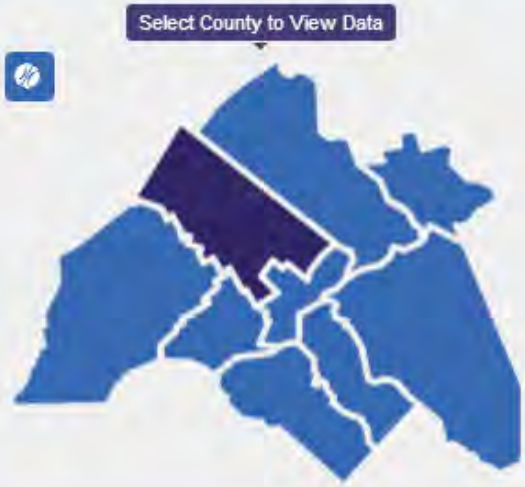

Montgomery County

TRUCKING/HIGHWAY STATISTICS

61 MILES INTERSTATE ROUTES	146 MILES NATIONAL HIGHWAY	
0 NHS CONNECTORS	12 INTERSTATE HIGHWAY INTERCHANGES	1.6m DAILY TRUCK MILES

FREIGHT RAIL STATISTICS

136 MILES FREIGHT TRACKAGE	5 YARDS AND INTERMODAL TERMINALS

0	0

Browse by Map | Print Version

DOT Crossing Placard in Bridgeport, PA

stops.

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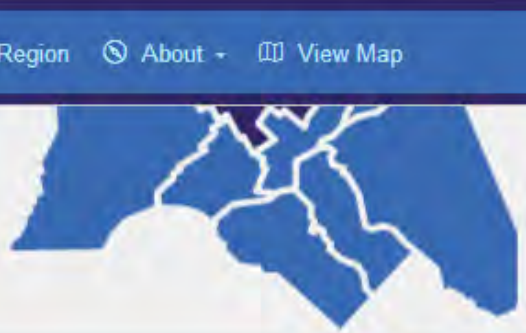

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FREIGHT RAIL STATISTICS

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- 5 YARDS AND INTERMODAL TERMINALS

PORT & MARITIME STATISTICS

- 0 PORT TERMINALS
- 0 ANNUAL SHIP CALLS

FREIGHT CENTER STATISTICS

- 6 UNIQUE FREIGHT CENTERS
- 3.3k ACRES FREIGHT CENTERS

Browse by Map | Print Version

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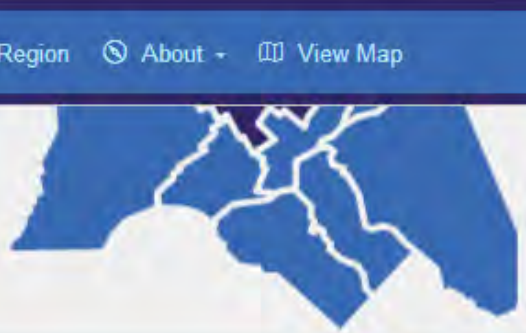

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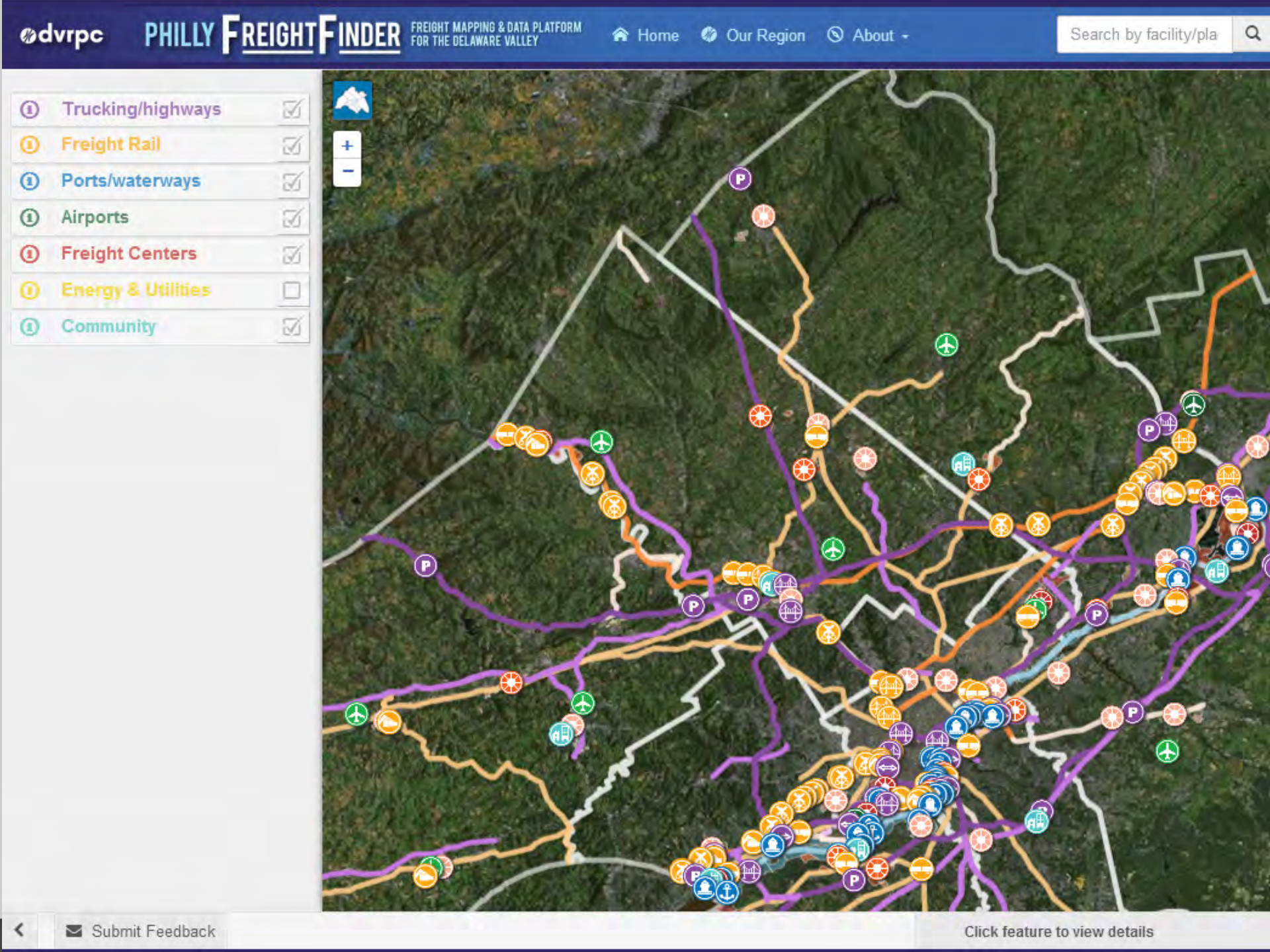
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PHILLY FREIGHT FINDER
FREIGHT MAPPING & DATA PLATFORM FOR THE DELAWARE VALLEY
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Our Region
About
Search by facility/pla
Trucking/highways
Freight Rail
Ports/waterways
Airports
Freight Centers
Energy & Utilities
Community
Submit Feedback
Click feature to view details

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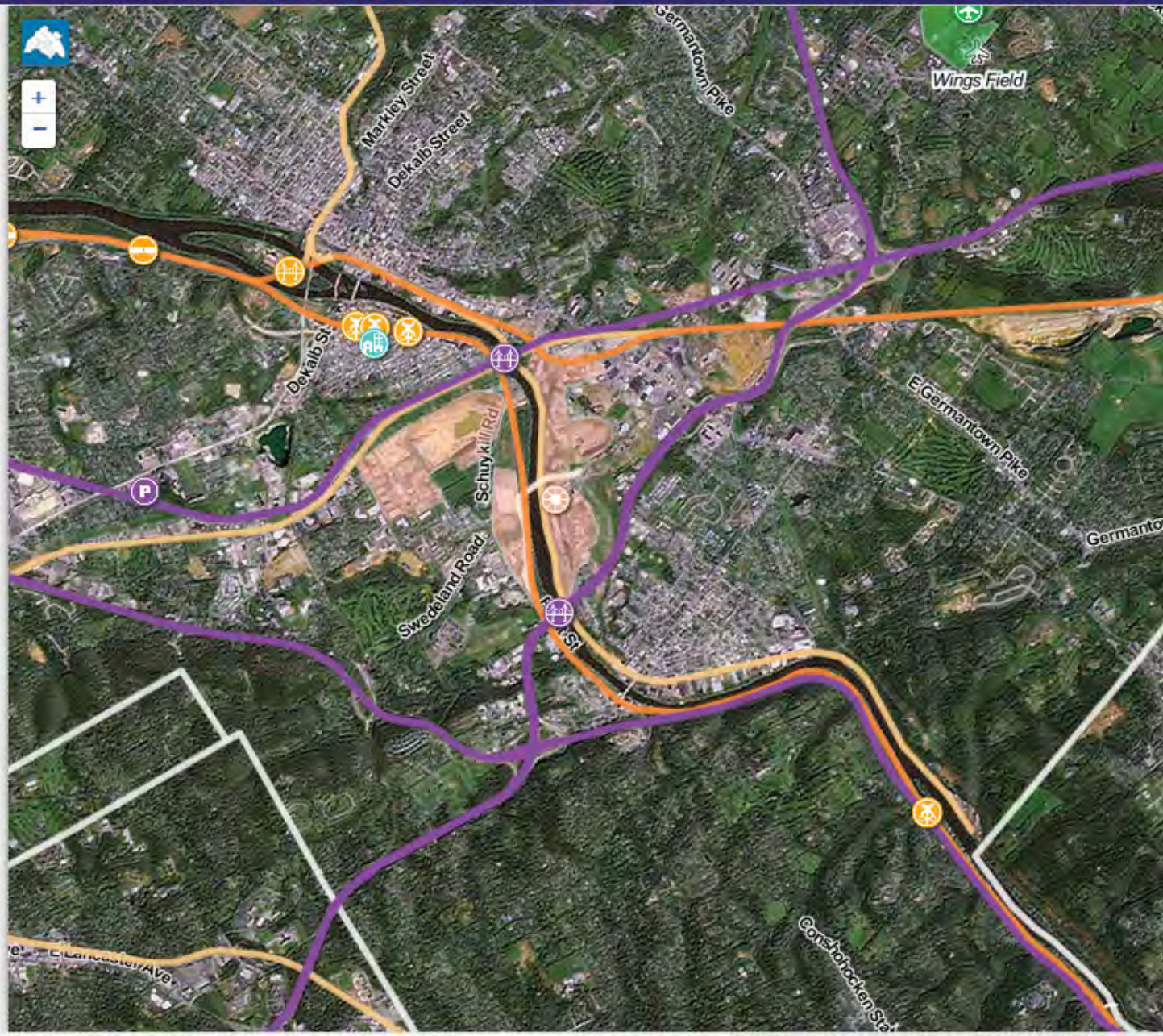

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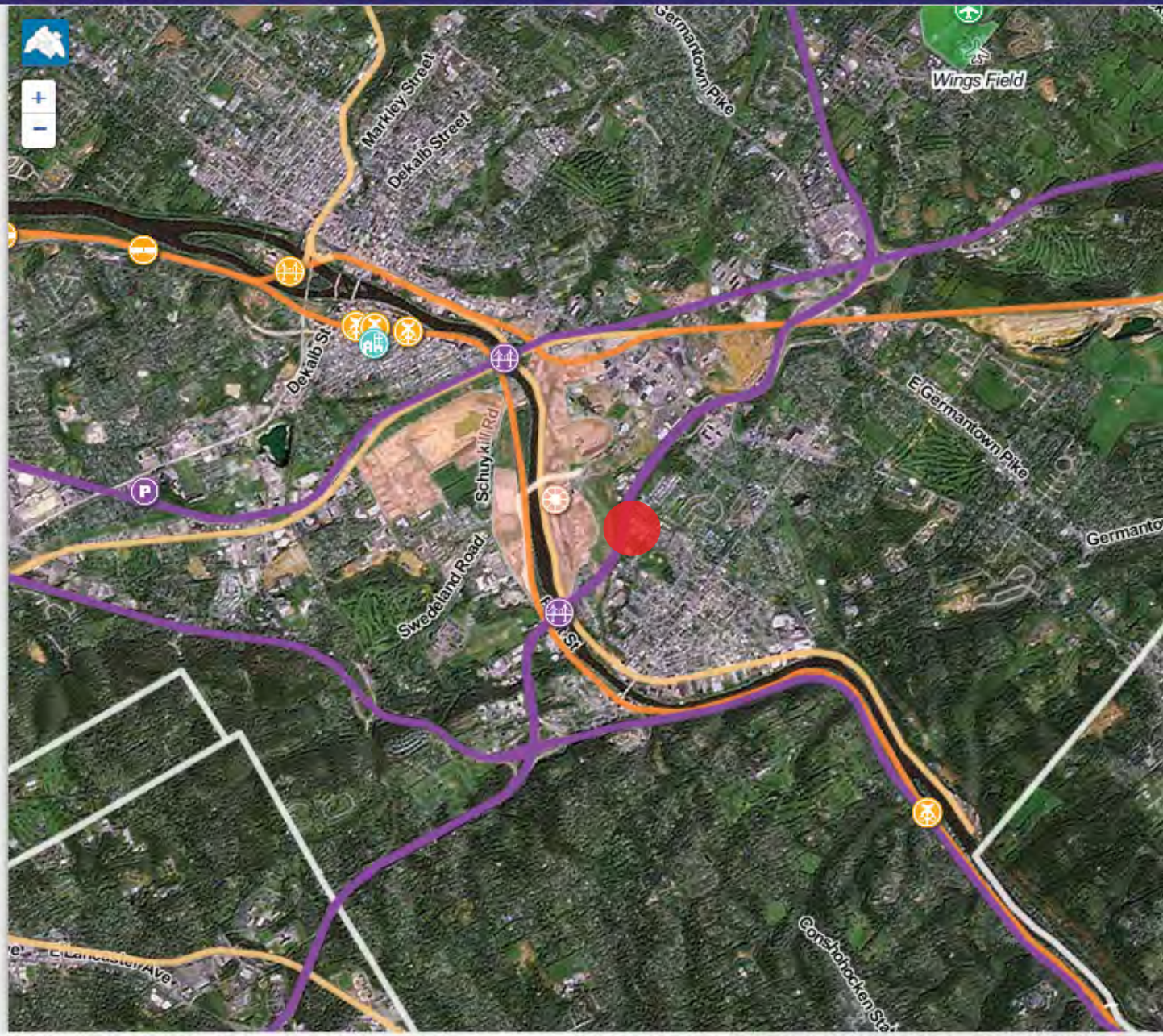

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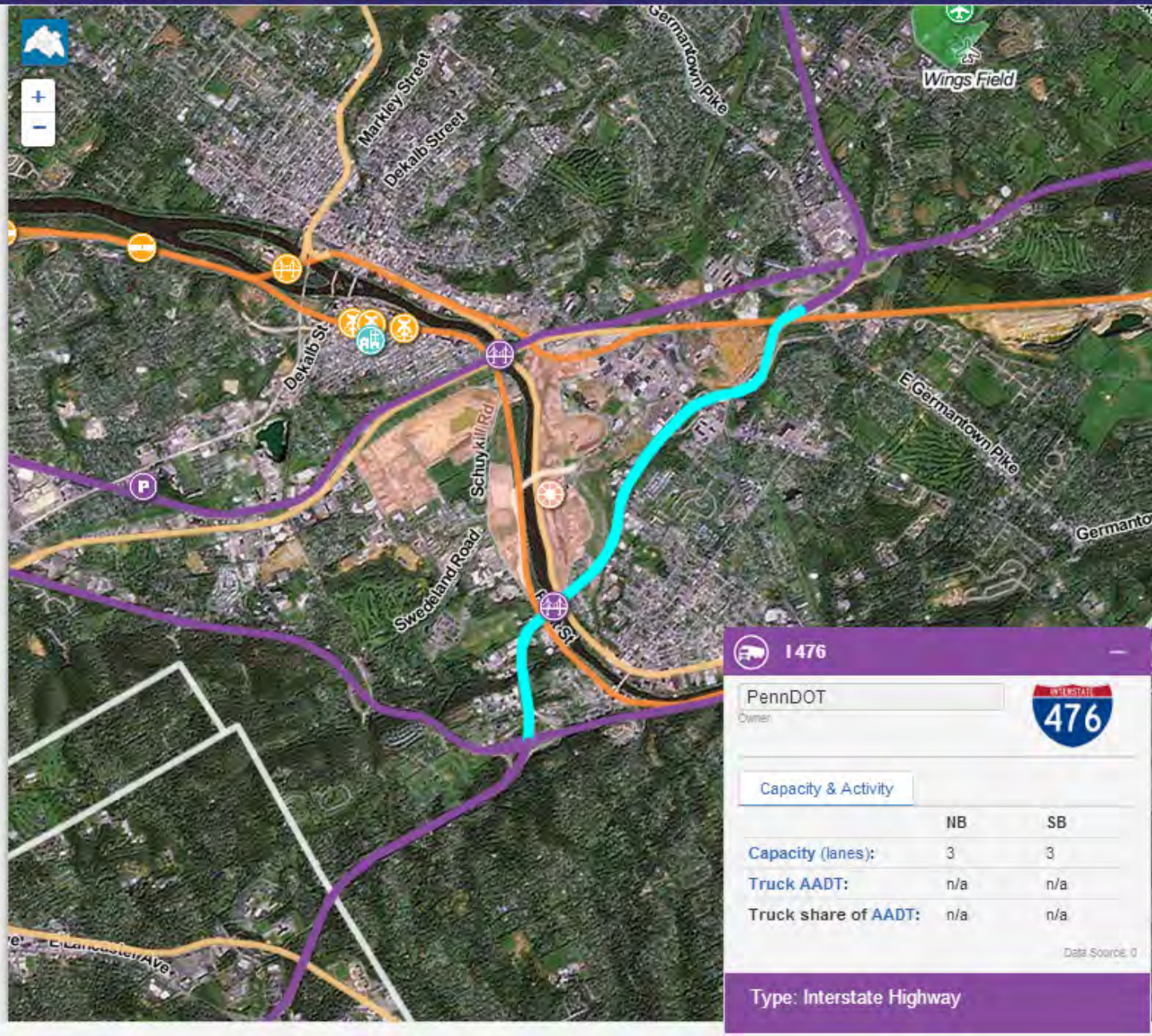

I 476

PennDOT
Owner

Capacity & Activity

	NB	SB
Capacity (lanes):	3	3
Truck AADT:	n/a	n/a
Truck share of AADT:	n/a	n/a

Data Source: 0

Type: Interstate Highway

Submit Feedback

dvrpc **PHILLY FREIGHTFINDER** FREIGHT MAPPING & DATA PLATFORM FOR THE DELAWARE VALLEY

Home | Our Region | About

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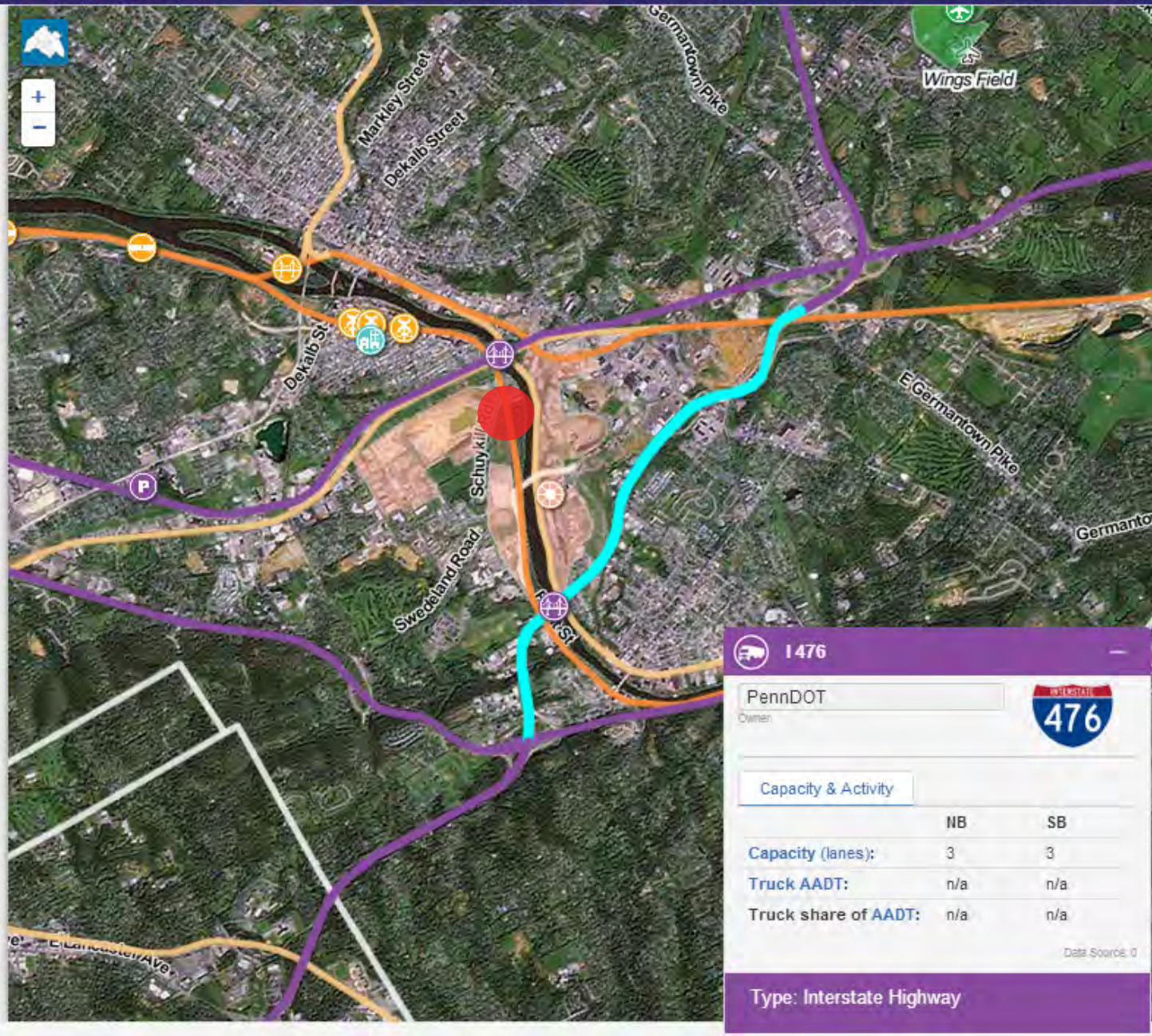

I 476

PennDOT
Owner

476

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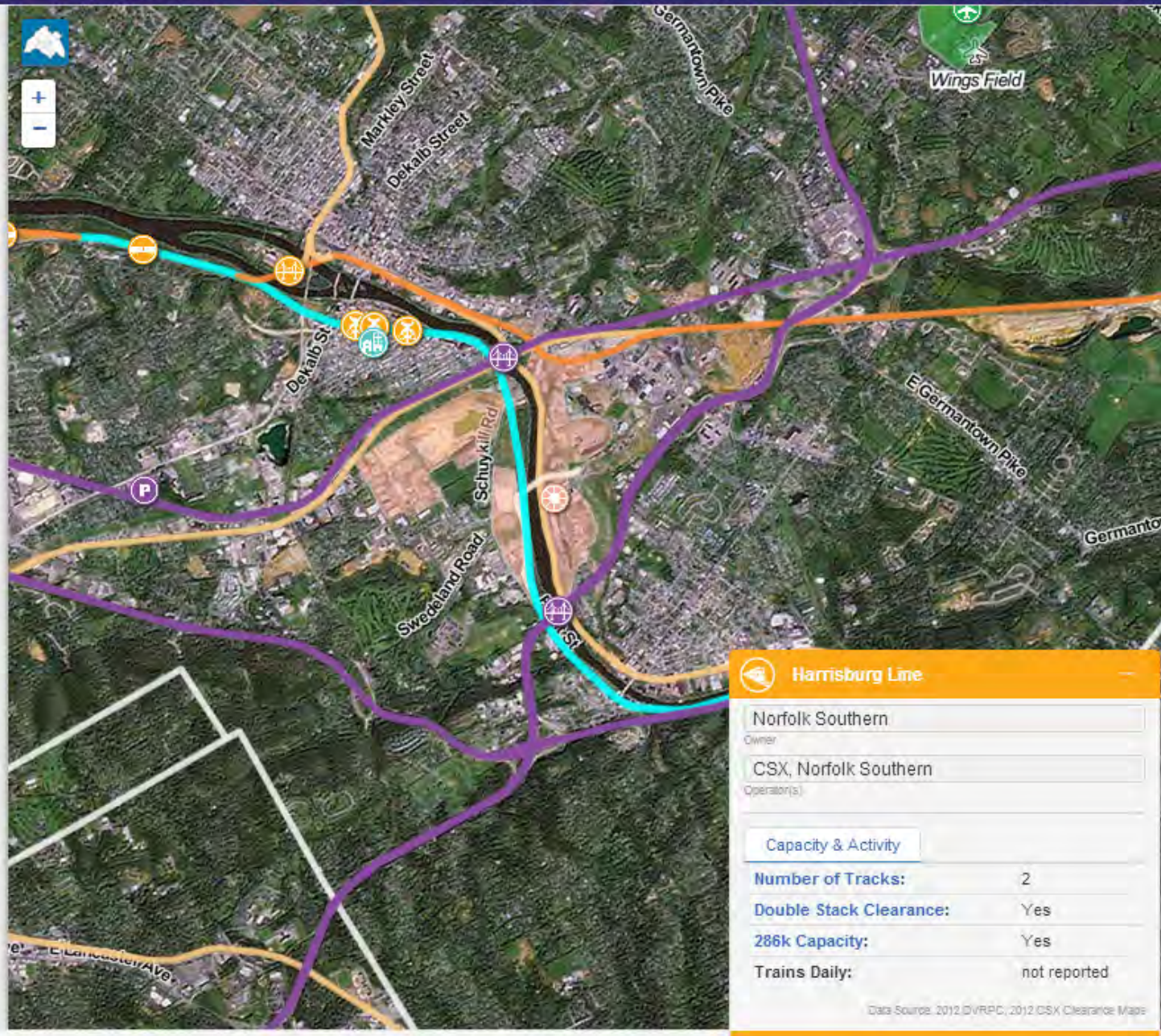

Harrisburg Line

Norfolk Southern
Owner

CSX, Norfolk Southern
Operator(s)

Capacity & Activity

Number of Tracks:	2
Double Stack Clearance:	Yes
286k Capacity:	Yes
Trains Daily:	not reported

Data Source: 2012 DVRPC; 2012 CSX Clearance Maps

Type: Interstate

- Trucking/highways
- Freight Rail
- Ports/waterways
- Airports
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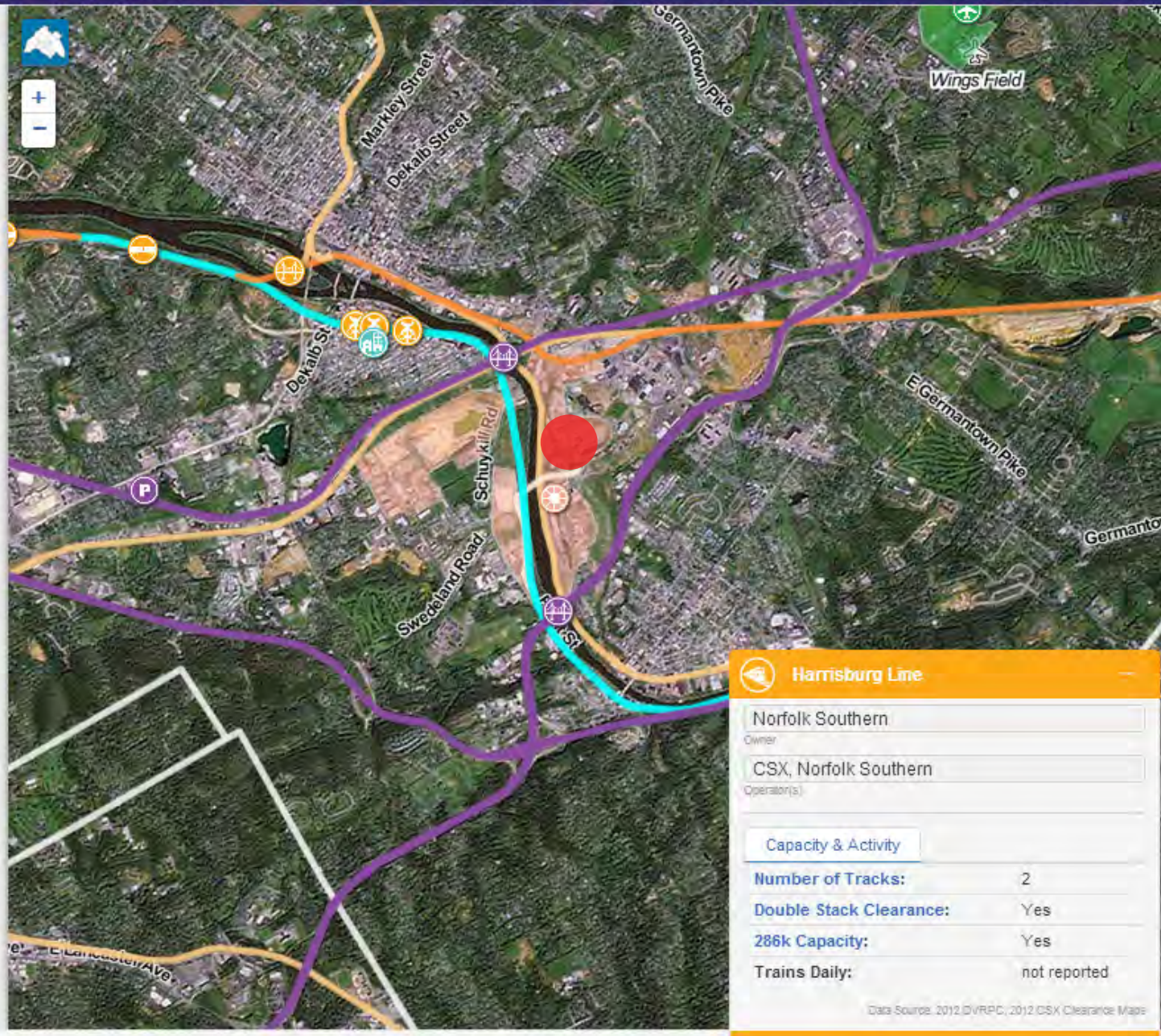

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CSX, Norfolk Southern
Operator(s)

Capacity & Activity

Number of Tracks:	2
Double Stack Clearance:	Yes
286k Capacity:	Yes
Trains Daily:	not reported

Data Source: 2012 DVRPC; 2012 CSX Clearance Maps

Type: Interstate

dvrpc PHILLY FREIGHTFINDER FREIGHT MAPPING & DATA PLATFORM FOR THE DELAWARE VALLEY

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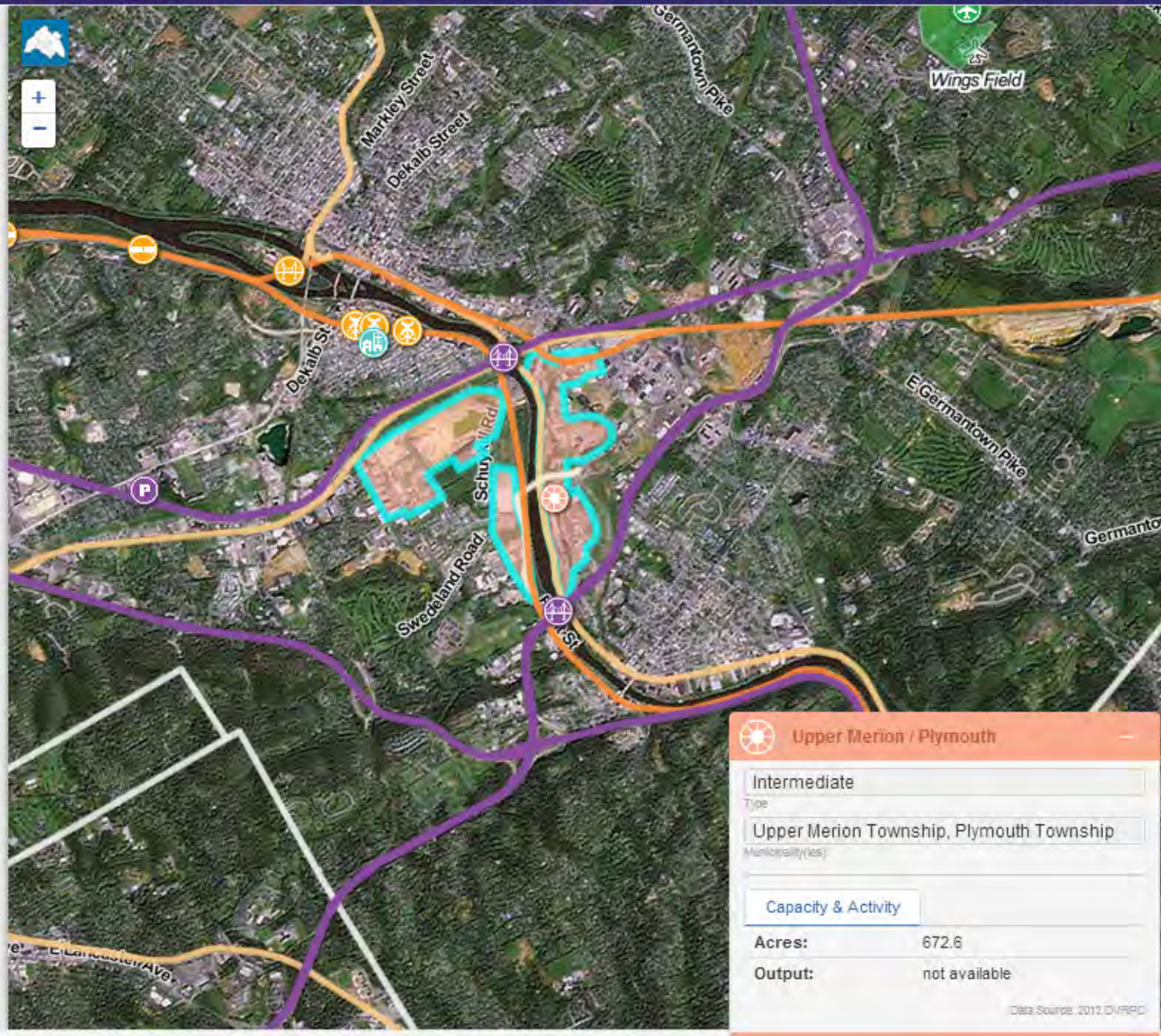

Upper Merion / Plymouth

Intermediate
Type

Upper Merion Township, Plymouth Township
Municipality(ies)

Capacity & Activity

Acres:	672.6
Output:	not available

Data Source: 2012 DVRPC

Type: Intermediate Freight Center

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