

NSFM FALL CONFERENCE - SUCCESS STORIES/SHORT SNAPPERS - NOVEMBER 3, 2021

NOVA SCOTIA MAIN STREETS ASSESSMENT METHOD

How to develop a plan for improving your main street area

FBM



NOVA SCOTIA FEDERATION
OF MUNICIPALITIES

With support from the Province of Nova Scotia's Connect2 Program



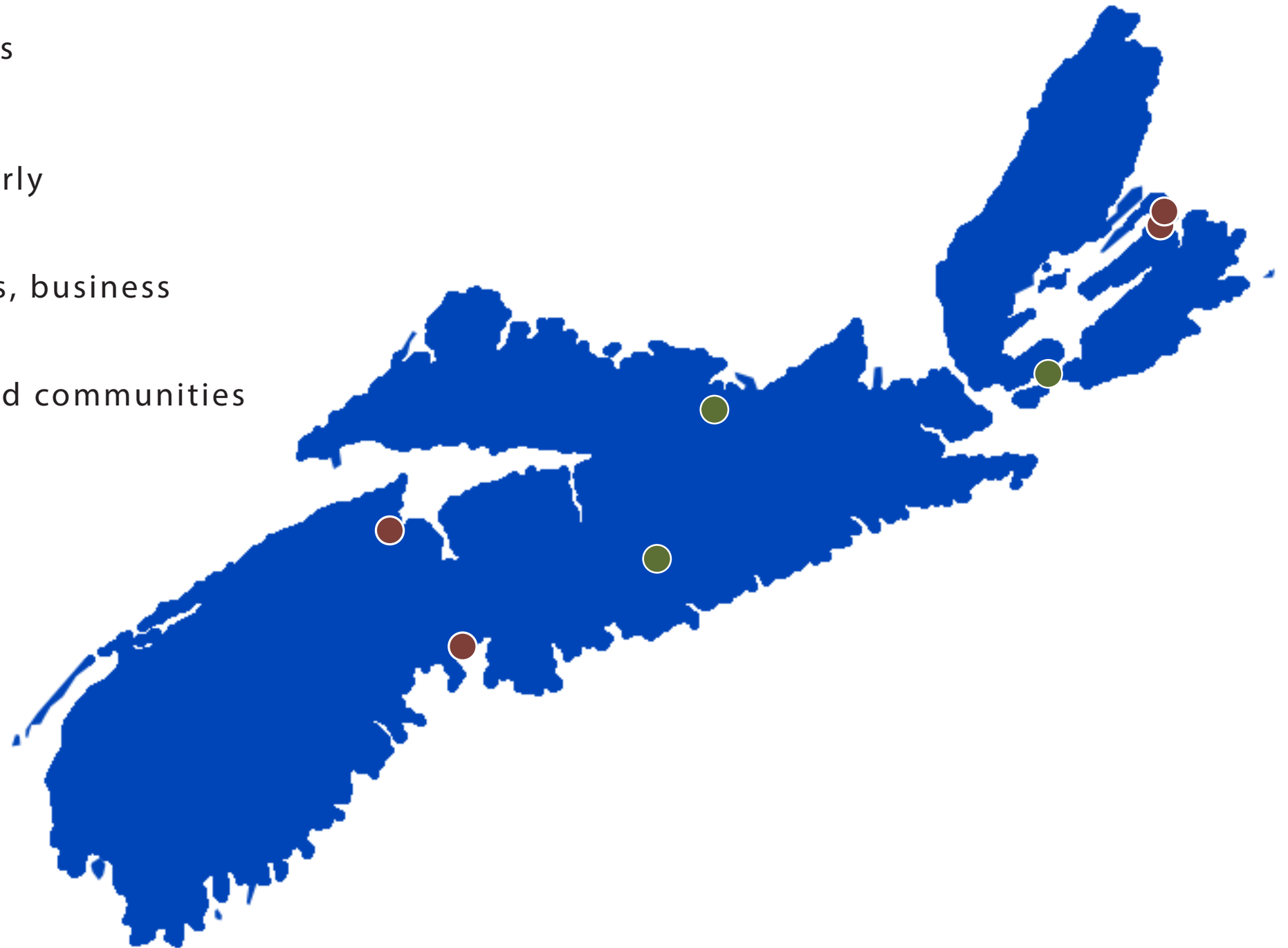
PRESENTERS: Brianna Maxwell (FBM) and David Paterson (FBM)

DOWNLOAD: nsfm.ca/main-streets.html

REACH OUT: mainstreets@fbm.ca or 902-429-4100

WHO'S INVOLVED IN THE NOVA SCOTIA MAIN STREETS PROJECT?

- NSFM AT Committee representatives
- Collaborating organizations
- Department of Public Works (formerly Transportation and Active Transit)
- Local partners (municipalities, RENs, business groups and community groups)
- Engagement in 7 towns, villages and communities



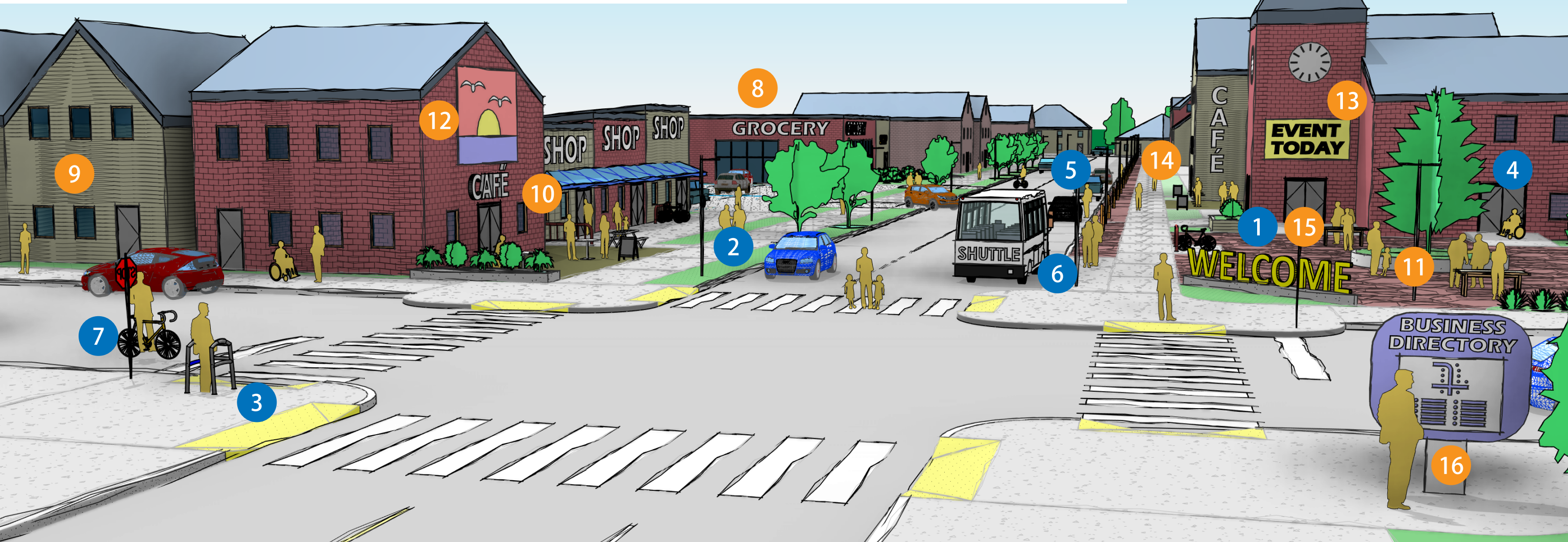
Main Streets for Movement

1. Sense of Arrival
2. Calm Vehicle Movement
3. People Walking and Using Mobility Devices
4. Accessibility of Destinations
5. Parking and Deliveries
6. Shared Transportation and Transit
7. Cycling

Main Streets as Places

8. Meeting Essential Needs
9. Options for Living and Working Near Main Street
10. People-Friendly Buildings and Properties
11. Public Spaces
12. Public Art and Heritage
13. Community Programs, Organizations and Events
14. Supporting Businesses
15. Activity in the Evening and Year-round
16. Visitor-Friendly Communities

TOPIC AREAS



Community Main Streets Assessment Method

How to develop a plan for improving your Main Street area

September 2021



Conversation Guide and Ideas Book

This document is a companion to the Conversation Worksheets, available at nsm.ca/main-streets.html

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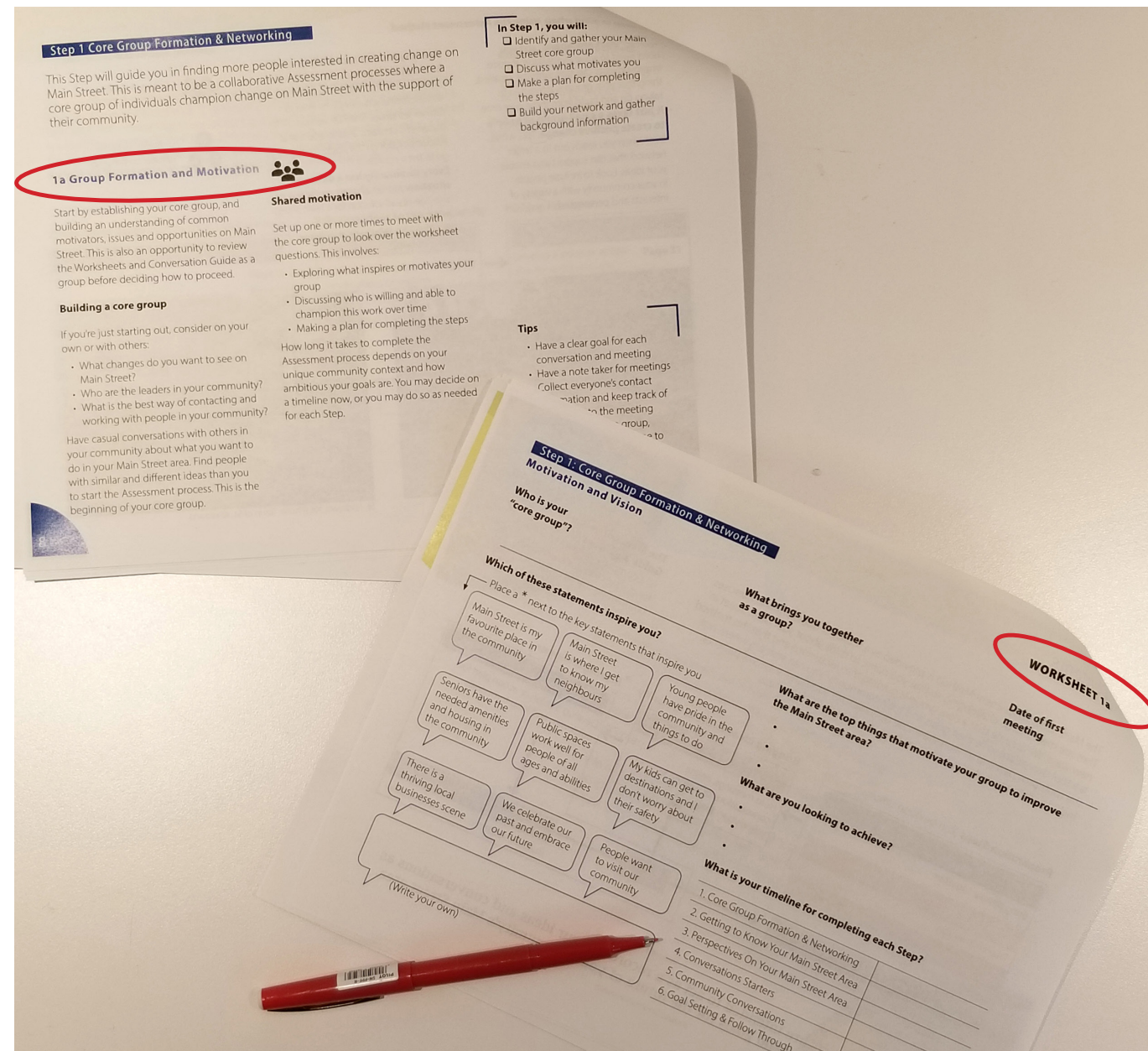


Conversation Worksheets

This document is a companion to the Conversation Guide, available at nsm.ca/main-streets.html

Community name: _____

MAIN STREET ASSESSMENT METHOD



ASSESSMENT METHOD STEPS



STEP 1 Core Group Formation & Networking

Bring people together

STEP 2 Getting to Know Your Main Street Area

Take an inventory

STEP 3 Perspectives On Your Main Street Area

Get a diversity of insights

STEP 4 Conversation Starters

Identify what's most important to work on

STEP 5 Community Conversations

Hold meetings, online conversations or walking tours to refine your ideas

STEP 6 Goal Setting & Follow Through

Develop a vision or action plan for quick wins and long-term goals

Step 1: Core Group Formation & Networking Motivation and Vision

WORKSHEET 1a

Who is your "core group"?

Brianna, David, and Kieron

What brings you together as a group?

We all live near Main Street and have volunteered together before

Date of first meeting

Sept 1st 2021

Which of these statements inspire you?

Place a * next to the key statements that inspire you

Place a * next to the key statements that inspire you

- Main Street is my favourite place in the community
- Main Street is where I get to know my neighbours
- Young people have pride in the community and things to do
- Seniors have the needed amenities and housing in the community
- Public spaces work well for people of all ages and abilities *
- My kids can get to destinations and I don't worry about their safety *
- There is a thriving local businesses scene
- We celebrate our past and embrace our future *
- People want to visit our community *

(Write your own)

What are the top things that motivate your group to improve the Main Street area?

- Vehicles are given priority on Main Street
- Youth don't feel safe crossing Main Street
- Visitors aren't attracted to our community

What are you looking to achieve?

- Main Street is meant for pedestrians
- Safe routes to school
- Our community welcomes visitors

What is your timeline for completing each Step?

1. Core Group Formation & Networking	Sept 2021
2. Getting to Know Your Main Street Area	Sept 2021
3. Perspectives On Your Main Street Area	Oct 2021
4. Conversations Starters	Nov 2021
5. Community Conversations	Jan-Feb 2022
6. Goal Setting & Follow Through	March 2022

Example Sheet

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Step 2 Getting to Know Your Main Street Area

Proposing your Main Street area and taking an inventory

WORKSHEET 2a

Suggested Legend

Main Street area (pencil)

--- Main Street area

Destinations (blue pen)

* Primary Needs and Facilities

X Social Hubs

• Local businesses and other destinations, such as banks and workplaces

Count of the number of destinations in the proposed Main Street area

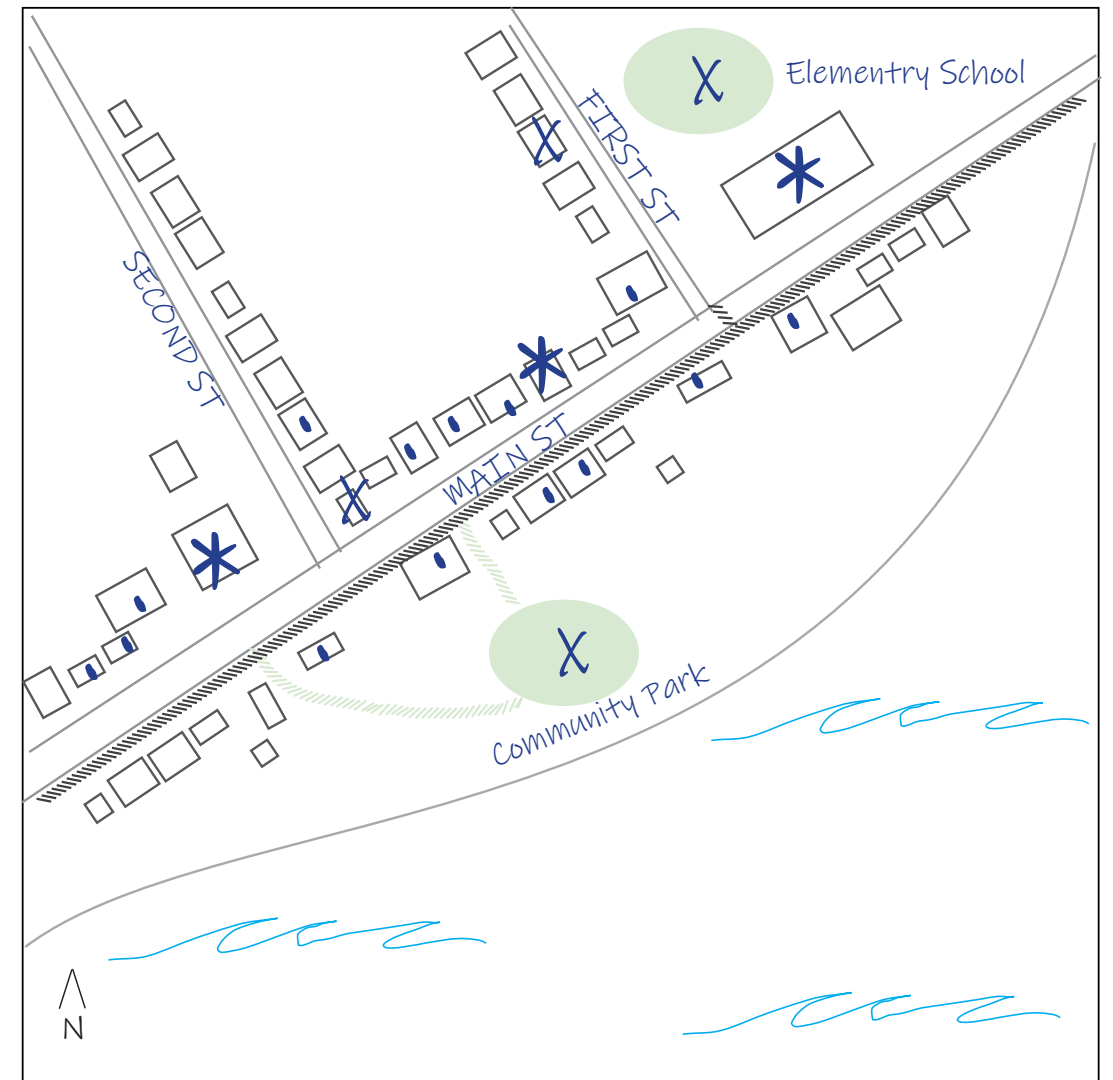
Primary Needs and Facilities	3
------------------------------	---

Social Hubs	2
-------------	---

Local businesses and other destinations	14
---	----

What kinds of destinations do you need to leave the proposed Main Street area for?

Grocery store (~1km from Main Street area)



Use this area to sketch your proposed Main Street area or use an online map print-out.

Example Sheet

ASSESSMENT METHOD STEPS

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Step 3 Perspectives on Your Main Street Area Photovoice Exercise

WORKSHEET 3a

Participant	Destinations	Connections	Barriers
Jill	Park, elementary school, daycare	Cross walk at First St and Main Street	No sidewalk on north side of Main Street. No way to cross the street mid-block
Mike	Post office, medical clinic, church	Sidewalk on south side of Main Street	Main entrances are often inaccessible. Accessible entrances hidden.
Simone	Grocery store, park, hair dressers, restaurant	Trail and benches along waterfront	No safe path between Main Street and grocery store
Lily	Coffee shop, gas station, grocery store	Sidewalk on south side of Main Street, trees outside of coffee shop	Blind corner coming into Main Street near the school. As a pedestrian, I feel invisible.

(Associated photovoice images can be kept or printed separately)

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Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

	3	2	1
Sense of Arrival			
Are there road or walkway changes, visual cues or changes to buildings or other elements that let people know they are approaching a community?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do vehicles tend to slow down when they enter the community?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input checked="" type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input checked="" type="checkbox"/> Room to improve
* Calm Vehicle Movement			
Do vehicle drivers tend to drive at a speeds that seem safe?	<input type="checkbox"/> Yes, mostly	<input type="checkbox"/> Usually	<input checked="" type="checkbox"/> Not really
Are there elements that let drivers know they are at the centre of a unique community? (for example, local businesses, pedestrians, people outside, signage, public art)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there elements that create "friction" for drivers? (for example, buildings, trees and parked cars that create a sense of enclosure, or traffic calming)	<input type="checkbox"/> Yes, a number of elements combine to	<input checked="" type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Where they exist, are school zone speed limits typically respected? (When children are present, speed limits are typically reduced to 30 km/hr in a 50 km/hr zone)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input checked="" type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input checked="" type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

WORKSHEET 4b

Notes

-> There's an old sign near the elementary school. We should add this to our map

-> We're concerned for youth in and around the school zone, especially since the school marks a gateway to our Main Street

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WORKSHEET 4m

Step 4 Conversation Starters Core Group Reflection

Place a * next to the topics that you think are most important to talk about in your community

Main Streets for Movement	Overall score			Opportunities	Issues and Constraints		
Sense of Arrival	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sidewalk extension planned near Elementary school	Roadway is provincially owned- how do we connect with them? Crosswalk button is too high to be accessible		
* Calm Vehicle Movement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
* People Walking and Using Mobility Devices	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Accessibility of Destinations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Parking and Deliveries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Shared Transportation and Transit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New development at the corner of Main Street and Second Street. Community meeting next week. Beautification society has been doing good work in this area- they may be good partners for this work	Who owns the vacant properties on Main Street? No visitor center or maps available in town		
Other 'Main Streets for Movement' topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Main Streets as Places							
Meeting Essential Needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Options for Living and Working Near Main Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
* People-Friendly Buildings and Properties	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Public Spaces	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Public Art and Heritage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Community Programs, Organizations and Events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Supporting Businesses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Activity in the Evening and Year-round	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
* Visitor-Friendly Communities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Other 'Main Streets as Places' topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

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Step 5 Community Conversations

WORKSHEET 5d

Incorporating feedback

	Quick wins	Long term goals
Potential action items	<ul style="list-style-type: none"> Update signage Install bike racks Clean up communitiy park Refresh local murals Complete accessibility audit Encourage walkability 	<ul style="list-style-type: none"> Sidewalks all along Main Street Sidewalk network extends to grocery store Attract visitors to Main Street Increased public art and amentieis along Main Street Calm vehicle movement
Our group's priority tasks	<ol style="list-style-type: none"> 1 Remove outdated signage and replace with new signs 2 Start a walk-to-school program with with Elementry School 3 Find funds to repaint local murals 	<ol style="list-style-type: none"> 1 Find opportunities to slow vehicles down as they enter Main Street, especially near the school 2 Support infrastructure improvements aimed at enabling pedestrians to reach the grocery store from Main Street safely 3 Help create and impliment a visitor attraction strategy
Who can provide funding or volunteer effort?	<p>Our core group is committed to making changes on Main Street.</p> <p>Note: We should review the 'Ideas Book' (Conversation Guide, page 38) for additional resources and sources of funding</p>	<p>Municipality is interested in the results of our community conversation- this may be a good opportunity for collaboration</p>

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STEP 6 Goal Setting & Follow Through

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WORKSHEET 6a

Step 6 Goal Setting and Follow Through Vision Development and Goal Setting

Our Main Street Vision *Main Street is a space and place where all people can travel safely and comfortably. There are a variety of shops and activities along Main Street that attract visitors and residents alike.*

We will support our vision by accomplishing the following goals

SMART* Goal(s)	How we will measure progress	Tasks	Team members	Timeline
<i>Quick wins goal #1: Work with local government and businesses to identify and remove obsolete signs</i>	<i>Number of signs removed. Our goal is to remove 5 signs by July 1st</i>	<i>Contact municipality to set up a meeting</i>	<i>Brianna</i>	<i>This week</i>
		<i>Take pictures of signs</i>	<i>David</i>	<i>Two weeks</i>
		<i>List questions</i>	<i>Kieron</i>	<i>Two weeks</i>
<i>Long term goal #1: Work with partners to reduce traffic speed to 35km/h in school zone and 40km/h along rest of Main Street</i>	<i>Record vehicle speed over time (confirm appropriate speed with Transportation and Active Transit -TAT- staff)</i>	<i>Contact municipality and TAT to set up meeting</i>	<i>Brianna</i>	<i>This week</i>
		<i>Review Ideas Book for potential options</i>	<i>Brianna, David, Kieron</i>	<i>Four weeks</i>

*SMART stands for Specific, Measurable, Attainable, Realistic and Timely



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