

Merrymeeting Trail Task List for 2012

Updated 1/3/11 v3

Build public support for the trail

1. Continue to create and send electronic project updates, at least 2 per year, and more often in advance of important events to keep the project on people's radar
2. Build e-mail list of people interested in receiving updates using places to sign up on the website, notes in town newsletters, sign-up sheets at events, etc.
3. Update the MMT Facebook page and provide links to the Facebook pages of the four communities and interested non-profits
4. Use the upcoming Wright-Pierce report in updates, handouts, and on the web starting in January when the report is complete
5. Create interim on-road route for the trail with a map and road signs. Publicize on-line, possibly by creating a Google Maps route of the actual and interim routes. Greater Topsham trails will have a guide soon and could put in interim route. Ask MDOT about interim route designations. Dave Wood will contact Tony Barrett about some kind of ECG designation.
6. Seek opportunities for bicycle events on the interim route working with Bob Bruce, Merrymeeting Wheelers, and the Greater Topsham Trail Alliance
7. Consider public walks along the tracks, with MDOT permission
8. Send out press releases as appropriate along with electronic updates
9. Develop power point presentation to show to town boards and other community and service groups. Jennifer Claster of Wright-Pierce may be able to help with graphics for this.
10. Brief town boards regularly
11. Brief town managers regularly
12. Focus on town(s) where evidence of public support will be needed for the 2012 Quality Community Programs grant round
13. Work towards broad support for the inter-municipal agency for town meeting votes in 2013
14. Reach out to towns north of Gardiner and south of Topsham to build support for designation of the Merrymeeting Trail and connecting trails as a trail of statewide significance
15. Continue updating the MMT web site - Victor
16. Develop an image library that includes pictures of typical trail users including bicyclists, walkers, and runners.
17. Subcommittee to work on outreach to include Victor, Linda, Burnham

Raise funds for trail

1. Request to have the Merrymeeting Trail declared "of statewide significance", following up with Dan Stewart in the new year
2. Identify one or two logical segments to attempt to fund and build first (a segment in Richmond continues to rise to the top of the list)

3. Plan to seek Transportation Enhancement funding in MDOT's next Quality Community Programs grant round, deadline expected to be summer 2012, for the one or two segments identified as top priority
4. Work backwards from deadline to identify tasks and deadlines for the project application
5. Identify other funding sources and deadlines and create a timeline for applying
6. Engage local representatives and town committees to work to move forward on some of the small one-town trail sections

Refine the organization to build, support, and manage the trail

1. Refine project organization to include an inter-municipal agency (board of supervisors, management district) and a friends group (to provide citizens a voice in trail creation and management)
2. Create a proposal for the inter-municipal agency
3. Work towards supportive votes for the inter-municipal group by 2013 town meetings
4. Consider options for creating a friends group, such as developing a coalition or becoming a project of another organization. (Possible umbrella organizations include Friends of the Kennebec River Rail Trail, which is doing strategic planning in the second half of 2012, and Greater Topsham Trails Alliance.)