



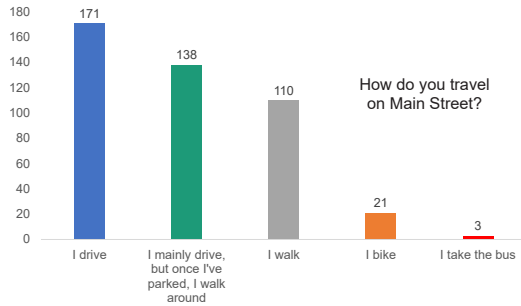
TOWN of BRANFORD, CT | Main Street Reconstruction

SURVEY RESULTS

WHO WE'VE HEARD FROM

233 respondents

residents. employees. commuters. shoppers. business owners. dog walkers. church goers. festival lovers. garden club members.



TRAVEL EXPERIENCE

How would you describe your current travel experience on Main Street? Rate 1 as poor and 5 as excellent.



TRENDING THOUGHTS

- Traffic is congested
- Parking adequacy is a split issue
- Current construction has created poor roadway conditions and is disruptive
- Pedestrian safety can be improved

WHAT DO YOU LIKE?

Atmosphere and Aesthetics

beautiful historic pretty
small town feel
 quaint new england

It's a Place to Gather



Town Green



Small Businesses



WHAT DO YOU DISLIKE?

Traffic



Poor Pedestrian Safety



Parking



Business Diversity

The passion for small businesses on Main Street is strong. It was great to hear this feedback from our community but expanding the diversity of businesses on Main Street is out of the scope of this project.

OTHER COMMENTS

"Overall the sidewalks and roads are great for walking. It is a great street to live on."

"I love the wonderful feeling of community, the beauty and the old-time charm."

"Parking is difficult. Traffic drives too fast for a narrow roadway that should be more pedestrian-friendly."

"The Branford green and Main Street are already very nice but can be improved even more with better site lines and lighting."

"I think expanded outdoor dining opportunities would be great addition to town."

"Improve the intersection of 3 streets that meet Main Street in front of Congregational church. Reverse flow of traffic on Town Hall Drive to be a safer exit"

"Basically the downtown is fine and works well for me as a driver and a walker. It is not great if you are on a bike. You might think to add complete streets -- some kind of bike lane (and remove some of the parking). A few simple changes could make the downtown much more attractive, greener and more friendly. Keep up the good work planting trees!"

"Don't take away the small town feeling"

"Let's take advantage of a necessary project to make downtown shine. The condition of downtown reflects well on Branford as a place people want to live and invest in. A pretty downtown will attract more diversity in businesses and help restaurants. This project will be an inconvenience better tolerated if there's an attractive and pleasant outcome. Quality of town life is more important than ever we've all learned."

REACTION TO RESULTS

Summary of Survey Results and Public Comments will be provided on project webpage

Branford, CT Main Street Reconstruction Survey

Summary of Survey Results and Public Comments

Introduction

Main Street was reconstructed in the early 1990s and the roadway elements have reached the end of their useful life. Abandoned trolley tracks, utility cuts, age, and local drainage issues have led to an accelerated deterioration of Main Street, requiring a full-depth reconstruction. The new construction will occur from South Main Street (Rte. 146) to around Chestnut Street, and within the existing roadway width from curb to curb not including the sidewalks. However, ADA accessibility and other improvements to the sidewalks and crosswalks will be updated where necessary. The reconstruction project design and construction has been approved by South Central Regional Council of Governments (SCRCOG) for Local Transportation Capital Improvement Program (LoTCIP) funding. As part of the outreach and engagement approach, the project team shared an online survey to collect public feedback. Key information related to the results of this survey are summarized below:

- The survey was accessible on the Microsoft Forms website from June 24, 2021 - July 9, 2021.
- The survey was shared and promoted through the following means:
 - Posted on the News & Announcements section of the [Town webpage](#) and on the [project webpage](#)
 - Shared through social media on the [Town of Branford Facebook page](#)
 - Advertised through a flyer that included QR codes and URL links
- The survey received **233 responses**.
- 104 respondents opted-in to receive project updates
- Voluntarily provided demographic data about respondents included:
 - 95% of respondents live in Branford
 - 52% of respondents were 55 or older

The following summary provides an overview of the survey responses, along with key findings and recommendations for using this information.

Summary of Multiple-Choice Responses

How do you use Main Street? Check all that apply.

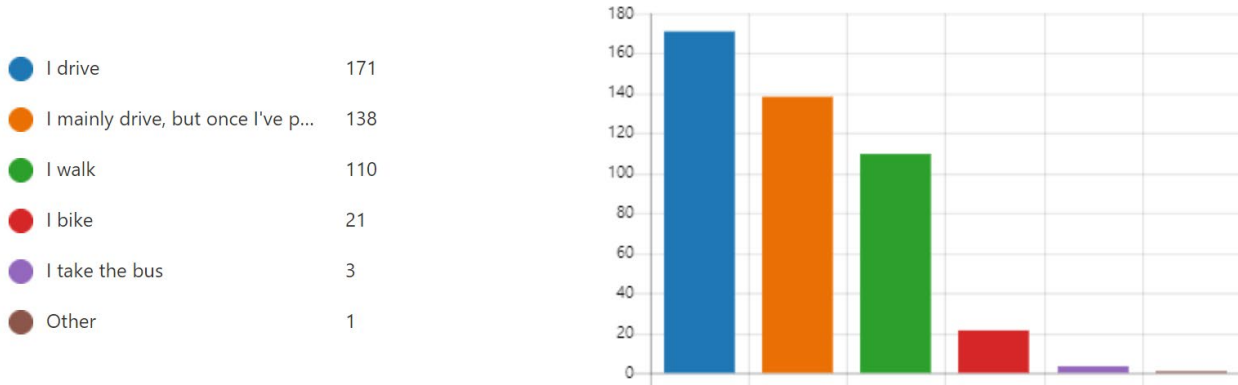
- More than half of respondents (53%) shop at stores and/or frequent restaurants on Main Street
- Roughly a third of respondents (34%) commute through Main Street
- The remaining respondents work, live, or have another connection to Main Street

● I work on Main Street	21
● I commute through Main Street	130
● I shop at stores and/or freque...	203
● I live on Main Street	7
● Other	25



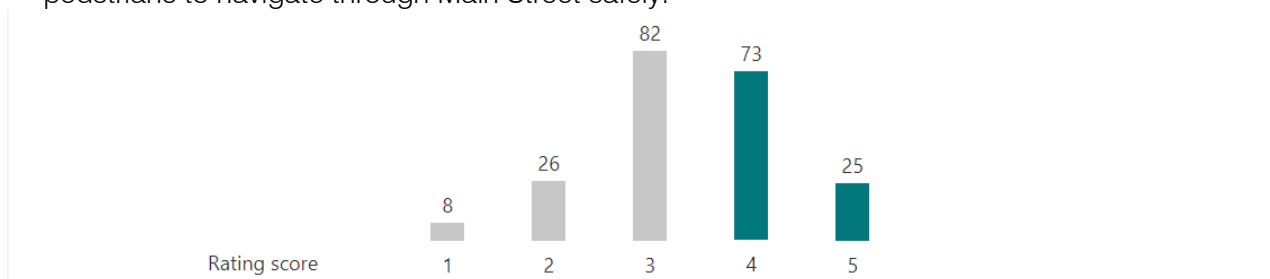
How do you travel on Main Street? Check all that apply.

- The top three modes of travel on Main Street included driving (73%); driving, parking, and walking around (59%); and walking (47%).
- The remaining modes of transportation including biking (9%), taking the bus (1%), and other modes (0.4%).



How would you describe your current travel experience on Main Street? Rate 1 as poor and 5 as excellent. Please explain your experience.

- Nearly half of respondents (46%) rated their experience between 4-5
- Participants elaborated on their response to describe their experiences with conditions related to traffic, parking, crosswalks, pedestrians, and cyclists. Some respondents felt that parking was adequate and navigation was manageable, while other respondents felt that traffic was too heavy, parking was inadequate, sight lines were limited, and it was difficult for cyclists and pedestrians to navigate through Main Street safely.



When you come to Main Street to visit, how long do you typically stay?

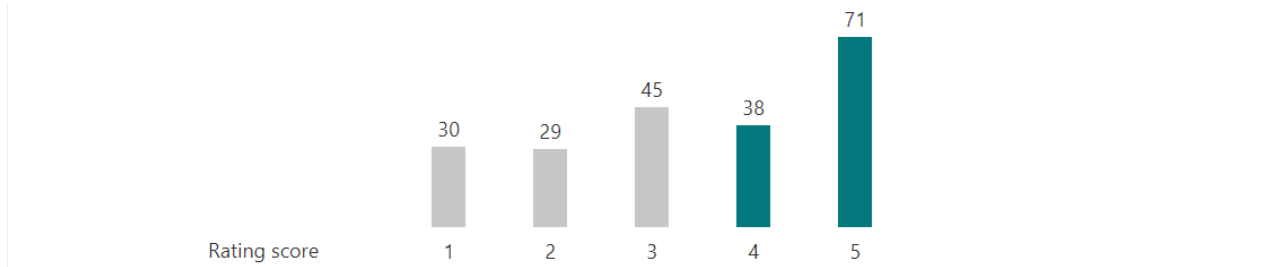
- Nearly half of respondents (49%) stay between 1-2 hours.
- A third of respondents (33%) stay less than 1 hour.

● Less than an hour	76
● An hour or more, but less tha...	113
● 2 hours or more, but less than...	24
● 3 hours or more, but less than...	5
● More than 4 hours	12



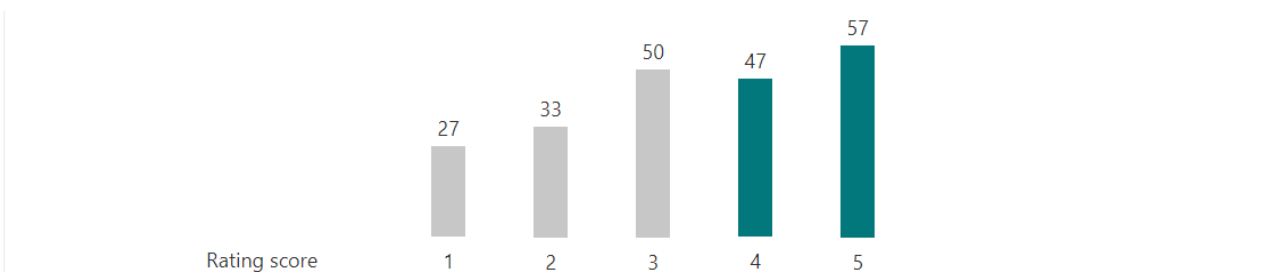
Do you think crosswalk improvements are needed on Main Street? Consider a rating of 1 as not at all and 5 as very necessary.

- Half of respondents (51%) chose a rating between 4-5. In fact, nearly a third of respondents (30%) felt that crosswalk improvements are “very necessary.”



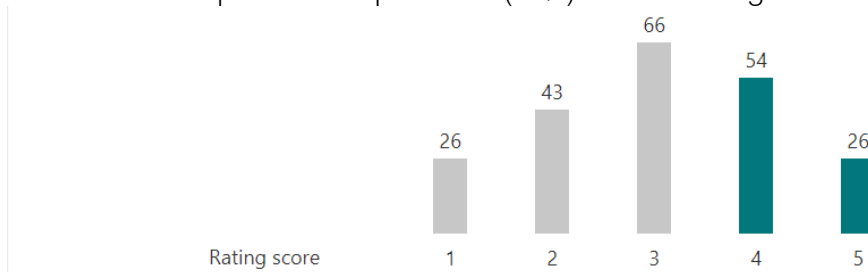
Do you think sightline improvements (ability to view oncoming traffic or pedestrians) are needed on Main Street? Consider a rating of 1 as not at all and 5 as very necessary.

- Nearly half of respondents (49%) chose a rating between 4-5. In fact, nearly a quarter of respondents (24%) felt that sightline improvements are “very necessary.”



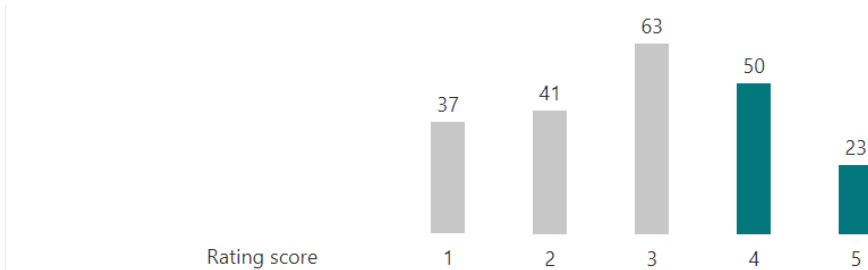
Do you think parking is adequate on Main Street? Consider a rating of 1 as not at all and 5 as very adequate.

- More than a third of respondents (37%) chose a rating between 4-5
- More than a quarter of respondents (28%) chose a rating of 3



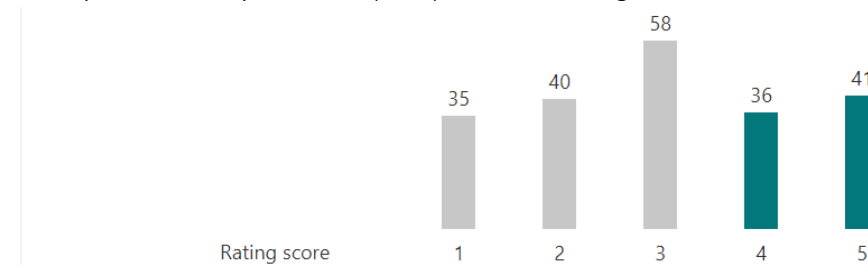
Do you think signage improvements (wayfinding or directional signs for key locations or amenities) are needed on Main Street? Consider a rating of 1 as not at all and 5 as very necessary.

- More than a third of respondents (34%) chose a rating between 4-5
- More than a quarter of respondents (27%) chose a rating of 3



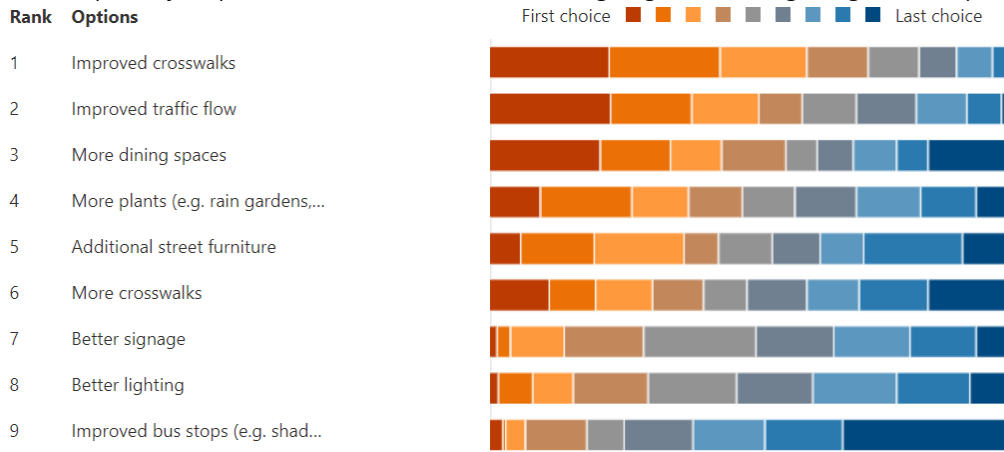
Do you think traffic signalization improvements (such as vehicular and pedestrian timing) are needed on Main Street? Consider a rating of 1 as not at all and 5 as very necessary.

- More than a third of respondents (37%) chose a rating between 4-5
- A quarter of respondents (25%) chose a rating of 3



How would you rank the following possible improvements to Main Street?

- The highest priority improvements included improved crosswalks, improved traffic flow, and more dining spaces
- Moderate priority improvements included more plants, additional street furniture, and more crosswalks
- Lower priority improvements included better signage, better lighting, and improved bus stops



Summary of short-answer responses:

What other improvements would you like to see on Main Street?

The most commonly cited improvements included those related to:

- Land use – 28 responses
- Parking (including meters, more parking, different configurations, and handicap accessibility) – 16 responses
- Crosswalks (including location, enforcement, and improved identification through use of lights, colors, material, and speed bumps) - 15 responses
- Amenities – 15 responses
- Aesthetics – 13 responses

“Would love to see the ability to have more outdoor dining in favorable weather.”
 – Survey Respondent



What do you like about Main Street?

Top responses included:

- Atmosphere/aesthetic – 91 responses
 - Small Town Feel
 - Quaint
 - Beautiful
 - Pretty
 - New England
 - Historic
- Town Green – 38 responses
- Land use and small businesses - 34 responses
- Gathering place – 22 responses
- Amenities - 14 responses
- Greenery and vegetation - 13 responses
- Walkability – 12 responses

“I love the wonderful feeling of community, the beauty and the old-time charm.”
 – Survey Respondent



What do you dislike about Main Street?

Top responses included concerns related to:

- Diversity of Land Use – 49 responses
- Traffic – 30 responses
- The need for improved pedestrian safety, crosswalks, and sidewalks – 26 responses
- Parking – 24 responses
- Aesthetics – 11 responses
- Maintenance, including trash removal, addressing poor drainage, and upkeep - 7 responses

“Parking is difficult. Traffic drives too fast for a narrow roadway that should be more pedestrian-friendly.”
 – Survey Respondent



What other comments or questions do you have about this project?

Respondents shared additional comments related to businesses, improved parking, green infrastructure, and increasing restaurant options.

“The Branford green and Main Street are already very nice but can be improved even more with better site lines and lighting.” – Survey Respondent



Key Findings & Next Steps

Themes observed throughout responses included:

- Specific locations cited as needing improvements included:
 - Main Street and Town Hall Drive, Taintor, Blackstone – 8 responses
 - Park and Main – 7 responses
 - S. Main/Eades/Laurel to Main – 7 responses
 - Cedar and Main -7 responses
 - Montowese – 5 responses
 - Darbar/Hillside – 2 responses
- The most commonly cited considerations when describing local experiences on Main Street included:
 - Current construction – 23 responses
 - Traffic flow – 21 responses
 - Parking – 15 responses
 - Pedestrian safety – 13 responses

The project team should use the findings of this survey to:

- Inform the design of improvements to Main Street
- Inform future outreach and engagement formats and questions
- Update the project listserv. Additionally, the next public meeting should be advertised via email to respondents who shared their contact information.







Informational board with text and graphics, including a logo and a small map.

TOWN OF BRANFORD CT Main Street Reconstruction
PROPOSED DESIGN CROSS SECTION
[Diagram showing a cross-section of a street with a 12-foot travel lane, 6-foot shoulders, and a 4-foot sidewalk. It also shows a 12-foot parking space and a 6-foot utility strip.]
GENERAL CONCEPTS
[Icons for: 12' TRAVEL LANE, 6' SHOULDERS, 4' SIDEWALK, 12' PARKING SPACE, 6' UTILITY STRIP, and a bicycle icon.]

BRANFORD TOWN HALL 5 MIN. WALK DIAGRAM
[Aerial map showing a 5-minute walk radius from Town Hall. A yellow line highlights the main street reconstruction route. Key locations marked include 'Town Hall', 'Post Office', 'Fire Station', and 'Police Station'. A legend indicates '5-Minute Walk Radius' and '12' Street Parking System'.



Town of Branford, CT Main Street Reconstruction

Use this page to share your ideas for the future of Main Street by drawing on, or coloring in, your vision! Do you imagine trees, bike lanes, crosswalks, or more?

