MAKING YOUR PLANS COME ALIVE

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Breathing Life into Our Plans
How we got started...

2014 Bicycle and Pedestrian Plan for the National Capital Region
Success! An interactive Long-Range Plan!

Our 2018 Long-Range Plan, Visualize 2045, featured interactive companion products throughout the plan development cycle

- **New and Major Projects Map** – beginning of the process
- **Seven Aspirational Initiatives** – taking it on the road
- **All Projects Map** – been there, done that (but now expected)
- **Visualize 2045** – condensed, online version of the Plan
New and Updated Major Projects

Table of Contents

- DC Bike Lanes
- I-270 Toll Lanes
- I-495 Toll Lanes
- US 301 Widening
- MD 201 Widening
- MD 97 Reconstruction
- Randolph Road BRT
- North Bethesda Transitway
- BRT
- MD 355 BRT
- Viers Mill Road BRT
- I-495 HOT Lanes Northern Extension
- US 15 Widening
Lessons Learned

Skip to the end & work back from there

HOW you want to present this?

CAN you do what you want to do?

WHAT do you need to get there?

NO ONE likes surprises
Lessons Learned

How do you want to do this?

• What are you trying to communicate?

• What is the best way to get your point across?

• What is the correct tool(s) to achieve this?
Lessons Learned

Can you do it?

• Do you have the correct skills?

• Do you have enough time?

• Do you have the support from decision makes/gate keepers?
Lessons Learned

Do you have what you need to get there?

• Data – what format?

• Text – how much? What tone?

• Images – what format?
Lessons Learned

No one likes surprises (especially your technical staff)

- Get buy in on the idea from the start
- Get agreement on the schedule
- Identify a point of contact for any department, office, or other type of group you work with
- (make someone responsible)
Do yourself a favor....

Recycle approved text. Reuse photos, graphics.

(as much as possible)

Recycle (Bill Smith/flickr)
Lessons Learned

Coordination and Consistency are KEY

All team members need to be aware of timelines and deadlines...

...so products can be coordinated and delivered concurrently
What’s next for us?

(Aimee Custis/Flickr)
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